

Programming of GMA Network in the 1960s to 1980s (Based on the Butch Francisco Article)



GMA Radio Television ARTS First Logo (1974)

Below, I will try to recall the networks programming trends through the years from the time it became my baby sitter up to the present.

In the mid-60s, Channel 7 was the favorite TV station of kids because it aired all those wonderful cartoons like Popeye, Gumby and Baby Huey every Saturday morning. The network also carried Tino Lapuz Eskuwelahang Munti which was made into a movie by Sampaguita Pictures.

And then, there was also the war series Combat which was enjoyed by both adults and kids. Combat was so popular in the Philippines that time, Vic Morrow was even given a tickertape parade when he visited Manila in the mid-60s.

Channel 7 also had Dancetime With Chito, hosted by Chito Feliciano, Feliciano died in a helicopter crash in the early 70s.

During this phase of the network, the most familiar face on Channel 7 was that of Bob Stewart-better known as Uncle Bob to kids. Bob Stewarts face was seen at all times of the day because he had to do live endorsements of products during station breaks.

In the early 70s, another Bob came into the picture: Fr. Bob Garon, Bob Garon was then still a priest and was assigned a Friday night counseling show on Channel 7.

When martial law was declared on Sept. 21, 1972, all radio and TV networks were shut down except for Channel 9. Channel 7 was allowed to resume operations later that year and it became the refuge of practically all the local shows that used to air on ABS-CBN which was not allowed to reopen until after the EDSA revolution in 1986. ABS-CBN's Wala Kang Paki (with Nida Blanca and Luis Gonzales) became Sa Di Mo Pa Mi. Wanted: Boarders (with Pugo and Patsy) became Boarding House. Ariel Ureta and Tina Revillas' 12 O'clock High, a popular noontime show that was produced by ABS-CBN, became Noontime Matinee when it later moved to Channel 7.

Channel 7 developed a bigger mass following when Eddie Ilarde, Bobby Ledesma and Pepe Pimentel revived Student Canteen in January 1975. Coney Reyes, a Baron Travel Girl finalist, was brought in to take the place of Leila Benitez who was then already residing in the US. Coney wasn't exactly a newcomer to television and movies that time. She had earlier played bit roles in TV dramas and in the movies as Coney Nubla.

By mid-70s, Channel 7 had become the most important network in the Philippine television industry. (Its closest rival was RPN-9.) The station had gone full color by this time. It also produced local shows that received a lot of critical acclaim. One was Ms. Ellaneous, a glossy magazine show that featured Tina Revilla, Maan Hontiveros and former Miss International runner-up Yogi Dominguez. Originally aired Wednesday nights, Ms. Ellaneous always figured prominently in the PATAS awards race and Tina Revilla was a perennial winner as Best Magazine Show Host.

Penthouse Seven, the dance show hosted by Archie Lacson, may not have received awards during its more than five years on the air, but it undeniably had good production values. It remained a popular late Sunday night show until it was cancelled in early 1981.

In the drama series department, there was also Tanghalan, which was directed by Lino Brocka. Tanghalan featured a lot of PETA talents and socially relevant episodes. This drama anthology may not have lasted very long on TV, but in my book it will always be remembered as one of the best programs handled by the great Brocka for local television. It also helped boost Channel 7's image as a network that aired only quality programs.

Among all the local stations, only Channel 7 has managed to have a continuous hold on the rather picky AB market. Aside from coming up with well-produced local shows, it also had the monopoly of all the rights to bring into the country almost all of the best and most popular canned programs abroad: Charlies Angels, ChiPs (with Erik Estrada and Larry Wilcox), Mork & Mindy (with Robin Williams), Threes Company, Eight is Enough, Lou Grant, Soap (with Billy Crystal), Cher, The Cosby Show, BJ & the Bear, M. A. S. H. etc.

For the CD bracket, Channel 7 had Suerte as Siete (Student Canteens pre-programming show), Prinsipe Abante (a parody of Prinsipe Amante with Bert Marcelo and Tina Revilla), Discorama (where Tito, Vic & Joey gained prominence), Eddie Ilardes Kahapon Lamang, Ikes Movie-Go-Round (a morning showbiz-oriented talk show), Lovingly Yours, Helen and, of course, German Morenos Germespesyal which later evolved into the bigger GMA Supershow.

The news and public affairs programs of GMA-7 had always been known to be fearless and innovative. Remember how it made a household name out of weatherman Amado Pineda? Or how Tina Palma evolved from a reader of light news features to that of a main news anchorwoman?

And then, there was the Carruncho incident in Pasig during the 1981 presidential elections that was caught on video by a team of newsmen from Channel 7.

During the dying days of the Marcos dictatorship, Channel 7 produced Viewpoint with Atty. Ricardo "Dong" Puno. that was a brave move on the part of GMA-7 because Viewpoint was a public affairs program that was critical of the Marcos administration.

Prior to the EDSA revolution, GMA-7 was known to be the only credible TV station because it did not pander to the wishes of Marcos and his men. On the contrary, it became the voice of the opposition on local television.

After the EDSA revolution in 1986, a lot of changes happened within the local television industry. The name of the government station, the Maharlika Broadcasting System or

MBS-4, was changed to People's Television or PTV-4. RPN-9 and IBC-13 were both sequestered by the new administration.

Only GMA-7 remained untouched –until some of its executives who were with the pre-martial law ABS-CBN were lured back into Channel 2 when this Lopez-owned station reopened middle of 1986.

Newly-married Martin Nievera and Pops Fernandez also abandoned Penthouse Live on Channel 7 and moved to ABS-CBN where they were given a new show called Twogether. (Twogether was a short-lived program though. After its cancellation, Martin returned to GMA-7 to host Martin After Dark – only go back again to Channel 2 in 1993.)

Channel 7, however, regained back Helen Vela who brought her drama/counseling show, Lovingly Yours, Helen, to BBC-2 in 1983 after she was promised a better deal in the Benedicto-controlled station – along with a newscasting job. When BBC-2 closed shop after EDSA, Helen returned to Channel 7 where she got her old Sunday afternoon slot – plus an additional job as newscaster for the station.

Also dislocated with the closure of BBC-2 was Vilma Santos' variety program Vilma in Person or VIP. Vilma in Person – in spite of the fact that it was given the VIP treatment by the Benedicto management – never did well in the ratings game when it was with the old Channel 2. But when it moved to Channel 7 – where it was called Vilma, the show immediately shot up in the ratings chart.

Vilma! had grand productions week after week and was a consistent winner in the various awards races in the field of television. It went off the air in 1995 only because Vilma got pregnant with Ryan Christian and needed to have a complete rest.

Another well-produced show that was put up by GMA-7 after the EDSA revolution was Lunch Date. This program's original hosts were Orly Mercado, Rico J. Puno, Chiqui Hollman-Yulo and Toni Rose Gayda. The two gentleman, however, later bowed out of the show and were replaced by Randy Santiago and Keno. To everyone's surprise, Randy became an overnight sensation and was even given his own Sunday evening variety

program called Shades. Unfortunately, Shades didn't do very well in the ratings game. It was taken off the air less than a year after its premiere episode.

GMA-7 (and the whole industry as well) also mourned the death of Elvira Manahan several months after the EDSA revolt. She was brutally murdered in her Forbes Park home in October 1986. When she died, her Two For the Road co-host, Nestor Torre, had been on leave for several months. He was in China doing an acting part in Eddie Romero's Hari sa Hari. With Elvira gone and Nestor away, Channel 7 was left with no other option but to cancel this late Monday night talk show.

For young audiences, GMA-7 put up with the help of German Moreno the daily afternoon variety series, That's Entertainment. This program produced a lot of talents who are still doing very well in the business – as dramatic stars, singers and even newscasters.

Channel 7 didn't actually just concentrate on strengthening its lineup of entertainment programs around this period. In 1987, it welcomed into its fold Cheche Lazaro's The Probe Team, a documentary program that didn't do well in ABS-CBN, but is now still going strong after 14 years on GMA-7.

Other significant public affairs and public service programs that were put up by the station starting in the '90s were Firing Line, I-Witness, Debate, Imbestigador, Brigada Siete and Emergency. Of course, Kapwa Ko Mahal Ko is still around almost 30 years after it was launched by GMA-7.

From the late '80s up to the '90s – and even up to the present – Channel 7 began winning various awards here and across the globe.

Along a covered pathway that connects the various buildings of the GMA complex in EDSA is a long shelf that houses just some of the trophies won by station in the various award-giving bodies. These trophies may now be gathering dust (in spite of the protective glass), but each one of these stands as a testimony to the great service provided by GMA-7 through all these years to the Filipino viewing public.

GMA — then known as Republic Broadcasting System — began its operations (but radio only) in 1950. Television didn't come until more than a decade later.

Unlike today, where everything you see is local production — save for a couple of Korean telenovelas that are even dubbed in Tagalog — most shows on Channel 7 in the past were canned programs (the most popular in the US): *Combat*, *Mission Impossible*, *Sunset Strip*, *Charlie's Angels*, *Three's Company*, *The Golden Girls*, etc.

Until the '80s, the network's prime market was the A-B crowd. But Channel 7 wasn't exactly lacking in good local productions in those days. The few that it had were among the best produced and starting in this series, I will go down memory lane and share with you my favorite local shows on GMA 7 from the past to the present.

Uncle Bob's Lucky 7 Club — What kid of my generation didn't watch this children's show hosted by Channel 7's founder, Bob Stewart (he died only a few years ago in Arizona)? Oh, those were the relaxed days of television — unlike today where every minute is so precious: You are given only a minute or two to interview a celebrity guest who spent hours in the beauty salon and even longer on the road to get to the station. The way Uncle Bob conducted his show — it seemed like he had all the time in the world (nobody could rush him to begin with — he owned the network). What I couldn't forget about this program were the latest toy models — mostly robots — that were endorsed by Uncle Bob. Although that awakened the covetous side in me, it taught me how to strive harder to attain what I want in life. And yes, I still have a few pieces of those toys I saw in *Uncle Bob's Lucky 7 Club* — reminders of the early days of Channel 7.

Baltic & Co. — Based on the comic strip by Ronnie Santiago of the *Manila Bulletin* (one of the three dailies allowed to operate during martial law), this comedy, which premiered in 1974, was about office life and among its mainstays were Angelo Castro Jr. (he was a TV-movie actor before he got into broadcasting), Menchu Genato (now Mrs. Quinito Henson and also Tita Maggi in the noodle soup commercial), Mely Tagasa a.k.a. Miss Tapia (she still used the same name when she did *Iskul Bukol* four years later) and the late Bert Marcelo and Ricky Manalo. The show featured respected guest performers and among them was no less than the late great Rita Gomez, who played a sidewalk vendor and gamely allowed herself to be deglamorized for the part.

Kapwa Ko, Mahal Ko — Public service programs (especially of this type) are usually depressing to watch. But with Rosa Rosal there and then you throw in Orly Mercado, you have an engaging tandem. If there was one thing viewers learned from Kapwa Ko, Mahal Ko, it was how to share what you have with the less fortunate. Of course, the church had been preaching that from the beginning. But there's nothing like the influence of television to send the message across.

Student Canteen II — I say II because the original Student Canteen was born on radio and was first telecast on ABS-CBN in the early '60s. In January 1975, however, this lunchtime show was revived on GMA 7 with Eddie Ilarde, Pepe Pimentel, the late Bobby Ledesma and Coney Reyes. For seven solid years, it was the king of noontime programs.

Discorama — Tito, Vic & Joey first worked together in the gag show Okay Lang in 1973 on Channel 13 (along with the APO, who would later become their rival). But it was in this Saturday early evening variety program Discorama where the now-legendary trio gained national prominence. Although the real star of the show was Bobby Ledesma, Tito, Vic & Joey developed their own following among TV viewers — thanks to their Tough Ten hits, which spoofed current hit songs around that period.

Tanghalan — A PETA production in cooperation with the Social Communication Center, this was a drama anthology (aired every Wednesday from 8 to 9 p.m.) with Lino Brocka directing each episode. The show was daring, especially that time when people were more conservative and living in fear under martial law rule. But it dared tackle social issues — like poverty and prostitution. One of its early episodes was Orlando Nadres' Paraisong Parisukat, which is about exploitation in the work place (in a shoe store). Its female lead was Melvi Pacubas. When Paraisong Parisukat was turned into a movie in 1976, Alma Moreno became the leading lady. Less than two decades later, Jose Javier Reyes did a remake with Joyce Jimenez, but the material no longer worked, sadly.

Penthouse Seven — A descendant of Dancetime with Chito (the first ever local production of Channel 7), it was hosted by Archie Lacson, who was one of the dancers of the '60s dance show. Piloting in 1975, it aired every Sunday very late at night and it featured the latest in disco trends, plus Latin dances. One of the mainstays of the program was Ida Henares, who eventually became the head of the GMA Artist Center. From the dance floor below, she has moved up to the executive offices upstairs (that's what I call success). Penthouse Seven was actually viewed by both the sosyal and the social climber and so it was assured of a captive audience. Strangely enough, it was canceled without warning. Pope John Paul II arrived in February 1981 and the show was pre-empted to

give way to the Papal coverage and never returned. When the former Penthouse Dancers (Ronnie Henares, Gina Valenciano — plus the other members who even flew in from the US) had a reunion dance concert last year, I asked them why it was canceled, but no one knew the answer (it was still a popular show when it disappeared). It remains one of the big mysteries in the history of local TV to this day.

Ms.Ellaneous — Until the mid-‘70s, if you were an unmarried woman, you were formally addressed as Miss. But advocates of the women’s liberation movement insisted on being called Ms. — married or unmarried, just like Mr. When GMA 7 therefore launched on July 7, 1977 a show featuring three female hosts — Tina Revilla, Ma-an Hontiveros and Yogi Diminguez — they called it Ms.Ellaneous. The title was apt because the content of the show was, well, miscellaneous: It was talk, instructional, quiz, documentary and even game. Directed by Maria Montelibano (the late Mitos Villarreal eventually took over), it will go down history as among the most polished programs when it came to presentation and with substantial content to boot. It is unequaled to this day.

Pamilya Bato-Balani — This comedy is about two warring families — next-door neighbors, actually. With Apeng Daldal and Metring David in the lead, its comic style required the best of timing and this was delivered on the dot all the time by the two vaudeville veterans

Late Night With June & Johnny — June Keithley and Johnny Litton capped the week with their very interesting on-air banter with guests, who came from different fields. There was the Bionic Boy, who — so Rene Mariano later told me — turned out to be a hoax, Leo Parungao and his dwarfs and an odd assortment of faith healers. But the line-up of guests most viewers looked forward to were the celebrity friends of both June and Johnny: Mitch Valdes, Ronnie Henares, Ed Gatchalian, Ma-an Hontiveros and even Bibeth Orteza. It was like they were letting us in into their private world. June and Johnny also began the tradition of roasting a birthday celebrator (it was actually picked up from the show of Dean Martin) and soon after, every other local program was doing it — even in private birthday parties. Again, that’s the influence of television.

Two for the Road — Aired Monday nights, this show had its beginnings in pre-martial law ABS-CBN with Elvira Manahan and Eddie Mercado hosting and Nestor U. Torre directing. When it was revived in the late ‘70s, it had a brief stint on Channel 4 (with Nestor as Elvira’s co-host) before it found its final home on GMA 7. The show could have gone on, except that in 1986, Nestor joined the cast of Eddie Romero’s *The King and the Emperor* that was shot in China for six months. Before he could even return to the

show (they got guest co-hosts in his absence), Elvira had been murdered in her Forbes Park home.

Prinsipe Abante — A spoof of the classic Clodualdo del Mundo Sr. work (aired on radio) by Bert Marcelo. Aired early evenings, it was the funniest, especially the rapport between Bert and Bayani Casimiro, who played the king.

Kahapon Lamang — An Eddie Ilarde-annotated radio show transported into television, it sometimes featured daring themes. One never made it on air because the censors (then under the military) didn't allow it: A story of incest starring Joey de Leon.

Lovingly Yours, Helen — Originally a radio program, this drama/counseling show debuted on TV in October 1980. Not your usual sappy melodrama where characters scream and slap each other around, it won a lot of critical acclaim and was even recognized by the Gawad CCP Para sa Telebisyon. This Sunday afternoon drama still went on air for a while even after Helen Vela's death on Feb. 14, 1992. Daughter Princess Punzalan carried on with it, but nothing beats the original. The show packed up and Princess later became an award-winning villainess on ABS-CBN. She is now happily married to an American and currently works in a bank in LA.

Viewpoint — Piloting the year after the assassination of Sen. Benigno Aquino Jr., it was fearless. Its anchor, lawyer Dong Puno, interviewed a lot of political personalities with anti-Marcos sentiments. To this day, I salute lawyer Puno for having started that public affairs program.

Lunch Date — This noontime show took over Student Canteen in 1986 and was hosted by Orly Mercado, Rico J. Puno, Chiqui Hollmann and Toni Rose Gayda. When Randy Santiago was taken in the year after, he — with his pair of shades — became an instant sensation and the show lorded it over in the noontime slot. A lot of other talents later hosted this show: Tina Revilla, Louie Heredia, Ai-Ai de las Alas, Lito Pimentel, Verni Varga and for a while, Pilita Corrales.

Tanghalan ng Kampeon — This talent search was Wilma Galvante's brainchild when she was with Channel 9. When she later moved to GMA 7 where she is now Senior Vice

President for Entertainment TV, she brought it with her and the show became an even bigger hit — what with the winnable tandem of Pilita Corrales and Bert Marcelo.

GMA Tele-sine — Imagine a made-for-TV-movie every week? I don't know how the network managed (expenses and all), but it did and viewers had a feast every Sunday evening watching a new TV movie with big stars in it.

Kapuso Mo, Jessica Soho — Jessica is able to come up with polished stories every week — thanks to excellent research and getting the proper angles (every newsman with the eye and instinct knows this).

Imbestigador — Hard-hitting and courageous, this public service program anchored by Mike Enriquez teaches people from all areas (especially the public servants) to behave.

Case Unclosed — I like history and going back to the past and this is what this news and public affairs program does every week — tracing stories that didn't have closure.

Family Feud — I got so addicted to this game show hosted by Richard Gomez — to the point that it was already running my schedule and my life. I know it's making a comeback soon. Oh no, there goes my life and schedule again.

Eat, Bulaga! — GMA 7 is its third home and there is an industry belief that wherever it is aired, the network becomes Number One.

Startalk — It's my all-time favorite show for obvious reasons.

Looking Back at the 60s to 90s Philippine Television

In the mid-60s, Oras ng Ligaya was the most popular variety show in the late afternoon to early evening slot. However, it was not without competition. In 1966, Channel 9 produced Nineteeners, a variety program that featured bands (then known as combos), a lot of dancing and an advice portion with then young bride and mother Boots Anson Roa as counselor.

The main host of Nineteeners was Jose Mari Chan (who was then fresh out of school) and the executive producer was Ariel Ureta.

Over at Channel 11, there was Alright, Okay which starred Pugo, Romano Castellvi and Nancy Roman (she was later replaced by Gloria Sevilla). Castellvi took care of the singing and the dancing, while Pugo led the cast in the comedy skit. The skits this show presented were actually all forgettable and even senseless.

Alright, Okay was clearly no match to Oras ng Ligaya in terms of popularity â or even in production values. It lasted only a year on TV.

In 1971, ABS-CBN put up another TV station: Channel 4. It was also housed in the Lopez-owned Bohol Ave. studios like its sister network, Channel 2. One of Channel 4's pioneer programs was Premyo sa Kuwatro, a game show hosted by Mitch Valdes (then still answering to the name Maya) and Eddie Mercado. In the beginning and at the end of the show, Valdes sang (live) the show's theme song which went like this: Ito ang Premyo sa Kuwatro. Aliw at tuwa sa bawat tao. May Premyo sa nanalo ... regalo sa natalo. Ito ang Premyo sa Kuwatro.

Around this time, Oras ng Ligaya on Channel 2 was already losing its hold on the audience. ABS-CBN replaced it with another variety show called On With the Show. This program starred Lita Gutierrez, Baby O'Brien, Manolo Favis and Maritess Revilla. Tony Santos, Sr. directed the show, but made on-cam appearances from time to time. Lita Gutierrez did a lot of dancing in this variety series â and so did Lito Calzado who made a name for himself as a top choreographer through this show.

Perhaps as a marketing strategy, ABS-CBN produced another variety program on Channel 4 that competed directly against On With the Show. ABS-CBN pulled Baby O'Brien out of On With the Show and made her host the new variety series that was called Dâ Wow Generation. Mitch Valdes, who lost the game show Premyo sa Kuwatro, was tapped to take the slot vacated by O'Brien in On With the Show.

When Martial Law came around in September 1972, all the television stations were shut down except for Channel 9. Channel 7 reopened before Christmas of 1972, while Channel 13 was allowed to resume operations in 1973.

Tony Santos, Sr. managed to jump over to Channel 9 where he directed and hosted an

early evening variety series that he called Tony Santos Presents. This program âbasically a mix of Oras ng Ligaya and On With the Show, was a hit with the audience and stayed on the air for a couple of years.

In early 1975, the noontime show Ariel con Tina in the relatively new station BBC-2 had to be cancelled after a misunderstanding erupted between its hosts Ariel Ureta and Tina Revilla. (Tina was then doing a movie on location with Fernando Poe, Jr. and Ariel frowned on her frequent absences in the program.)

BBC-2, however, wasn't about to let go of Ariel and Tina, two of the stations hot properties that time. The station managed to keep both talents by giving them separate programs on Channel 2. Tina was given a drama series called Christina, while Ariel got the early evening variety series Ariel & Company After Six.

Ariel & Company was not a daily show. It was aired only on Mondays. In this program, Ariel got to wear his best tuxedos and had a different female co-host every week. (Toni Rose Gayda and 1974 Bini-bining Pilipinas-Universe Guada Sanchez were among his more frequent co-hosts.)

Bibeth Orteza after gaining popularity among viewers in Channel 4's The Morning Show (also hosted by Ariel) was eventually taken in by Ariel & Company After Six to provide humor in the program.

The most successful product of Ariel & Company After Six, undoubtedly, was Nino Muhlach. That time, the show wanted to provide Ariel with a young sidekick and conducted an audition among pre-school youngsters. Among those who auditioned was Nino and he, along with the others were asked at one point to sing as group.

Those little singing voices actually blended beautifully. It was only marred by the tune of this one boy who sang way off-key. That was Nino.

Nino became a regular in Ariel & Company After Six and eventually rose to become a child superstar (the biggest since Tessie Agana) in local movies.

The late 70s didnât produce any outstanding variety series in the late afternoon to early evening slot. Tirso Cruz III had his musical/variety show Pipwede on Channel 9, but I doubt if he was ever proud of this program.

In 1979, Channel 9 revolutionized the early evening programming by producing Flordeluna, a daily serial that started the soap opera craze on Philippine television. Channel 7 came up with Anna Liza, while BBC-2 introduced Jaypee de Guzman in Blu.

The only variety show that sprouted around this time (and that was a rather long period that stretched up to the mid-â80s) was the government stations Patok na Patok with Ariel Ureta. From time to time, the late Ike Lozada would also come up with his own show in this time slot. But it was clear that this was the era of soap operas.

Variety shows in the late afternoon to early evening slot were back in fashion after the EDSA revolution in 1986 thanks to German Moreno's That's Entertainment.

That's Entertainment was a much-maligned program during its time. Among the criticisms thrown its way was the insistence of Moreno to let his discoveries sing on the show even if most of them could hardly carry a tune. Then, there were those youngsters who were getting pregnant one after the other.

But looking back, That's Entertainment wasnât really such a bad program. In my book, it remains so farâ the best-produced variety show in the late afternoon to early evening slot on Philippine television.

ABS-CBN's First

Asia's FIRST Commercial Television Broadcasting Network and Philippines FIRST Broadcasting Network • ABS-CBN was founded by James Linderberg (owns BEC/DZBC 1000) and Antonio Quirino (owns ABS 3) and Eugenio Lopez Sr. (owns CBN 9) on June 13, 1946.

Philippines' FIRST and LARGEST Communication Media Conglomerate • The two first television networks formally merged on February 1, 1967. The merging of ABS 3 and CBN 9 formed the Philippines' largest media conglomerate.

Philippines' FIRST Noontime Variety Show • ABS-CBN aired the first noontime variety show "Student Canteen" that provides innovative blends of contests, games, musical performances and superb hosting for noontime entertainment.

Aired the FIRST Philippine Game Show • Like the first noontime show, ABS-CBN also aired the first game show in the Philippines entitled, "What's My Living?"

Owns the FIRST Provincial TV Station in the Philippines • June 14, 1961 when ELJ (Eugenio Lopez, Jr.) built the first provincial TV station in Cebu airing 4 hours with the tallest tower (in that time) in Cebu measuring 216 feet.

Philippines' FIRST Soap Opera • "Hiwaga sa Bahay na Bato" was the title of the first Philippine soap opera aired in ABS-CBN in 1962.

Philippines' FIRST Comedy Show • Dolphy was the main star in ABS-CBN's and Philippines' first comedy show entitled "Buhay Artista" in 1964.

Brought the FIRST Philippine Color TV Broadcasting • With the joint venture of ELJ to Radio Corporation of America, Philippines now enters the world of color TV broadcasting.

FIRST Marathon Election TV Coverage in the Country • The largest media corporation ground breaks the first marathon election TV coverage on November 14, 1967 entitled "Halalan '67" that airs polls and updates for straight 36 hours on television.

Philippines' FIRST Media Conglomerate to Win an International Prestigious Giving Body • ABS-CBN won 2 Gold Medals for Excellence in the New York TV and Film Festival for the Sarimanok Station ID. ABS-CBN's FIRST Color Station ID in the Philippine TV • The internationally-awarded Sarimanok Station ID was the first station ID in color.

The Philippines' FIRST Broadcasting Center and the MOST ADVANCED Broadcasting Center was built by ABS-CBN • On December 18, 1968, ABS-CBN

built the most advanced media facility in the Philippines, the ABS-CBN Broadcasting Center in Bohol Ave., Diliman, Q.C.

FIRST Philippine TV Broadcaster that Broadcasts Live Satellite Transmissions

Abroad • ABS-CBN uses the first live satellite transmission abroad like John F. Kennedy's Funeral and the 1968 US Elections in New York

Used the FIRST Microwave Transmission Coverage • 1969 was the year when Ruby Tower collapsed and be broadcasted in TV using the first microwave transmission coverage on a multi-cam Outside Broadcast (OB) Van

Broadcasted the FIRST Philippine TV Coverage of an Interplanetary Event • People of the Philippines witnessed the man's first step on the moon when ABS-CBN delivers "Man on the Moon" coverage, the country's first TV telecast of an interplanetary event via satellite, anchored by Bong Lapira that airs live feeds and updates with annotations in the Philippines with the country's brightest scientists.

FIRST TV Broadcaster to Venture Philippine Telecommunication Network • With the acquisition of the Lopez' to Sarmiento Telecommunication Network (then renamed Philippine Telegraph and Telephone Company or PT&T), it became the first TV venture to a Philippine Telecommunication network.

The ONLY TV Network in Color • In the mid-70's, ABS-CBN was the only Philippine TV Station in color and increased their programming up to 8 hours a week.

Philippines' FIRST Telethon was done in ABS-CBN • On July 17, 1972, "Damayan", the first telethon was gathered by big stars such as Dolphy, Vilma Santos and Nora Aunor to help the devastated places in the country affected by the Typhoon Isang.

FIRST Simultaneous Microwave Transmission Over The Country • "Bridges on the Air" became a reality on 1988 using the acquired PT&T and simulcast programming over Luzon, Visayas and Mindanao using microwave transmission.

The Country's FIRST Media Based Organization • ABS-CBN incorporated the operations for relief and public service named ABS-CBN Foundations in 1991

FIRST Media Talent Center Venture • ABS-CBN Talent Center (renamed Star Circle and now Star Magic) was the first TV Media talent center to develop a stable of new stars for the network

Airs the LONGEST Running Primetime Newscast • "TV Patrol" will celebrate its 21st anniversary in 2008 since in its inception in 1987

FIRST Filipino Program Aired Internationally • The longest primetime newscast program, "TV Patrol", was the first Filipino program to be seen abroad in September 1992.

FIRST TV Broadcaster to Venture International Telecommunication Network •

With the venture of ABS-CBN, the country's largest network, to one of respected international telecommunication network, PanAmSat (Pacific – North American Satellite), ABS-CBN switched from international taped telecasts to live satellite feeds.

FIRST Media Conglomerate to Expand into Philippine Movie Production •

ABS-CBN expands its growth to Philippine movie production by Star Cinema with its debut movie turned into a blockbuster movie, “Adan Ronquillo”.

FIRST TV Broadcaster to Expand TV Programming Abroad •

As ABS-CBN signed historic lease with PanAmSat, ABS-CBN expands its broadcasting into The Filipino Channel (TFC) with now 80% viewership throughout the globe from Middle East, North and South America, Europe, Africa and Australia-Pacific.

Owned the FIRST Live Philippine Broadcast Rights for International Sports Event •

1992 Summer Olympics in Barcelona, Spain was the first Philippine broadcast of an international sports event was owned and aired the rights of ABS-CBN.

With the FIRST and TOP-RATED Live Philippine Broadcast Rights for

International Beauty Pageant • Like the 1992 Barcelona Olympics, ABS-CBN owned the rights to broadcast live of the 1994 Miss Universe Pageant, the first live Philippine broadcast for international beauty pageant. And also garnered the highest rated live broadcast with an average NUTAM ratings of 62.5%.

Owns the Philippines' FIRST International TV Station •

ABS-CBN has now the first Philippine TV network to have an international TV station in North America, now it is used as TFC office in North America.

Philippines' FIRST Broadcasting Network to Own A Terrestrial Cable Channel •

Sarimanok News Network, now known as ABS-CBN News Channel or ANC, was the first terrestrial cable channel owned by a broadcasting network in the Philippines, also the first terrestrial cable channel to simulcast 24-hour continuously of news and current affairs programming.

Reigning the LONGEST in HIGHEST TV Ratings •

ABS-CBN reigns for 16 years straight in the TV ratings from their comeback in 1986 up to 2003.

Aired the LONGEST Running Primetime Soap Opera •

“Mara Clara”, starred by the Queen of Soap Opera Ms. Judy Ann Santos and Gladys Reyes was the longest primetime soap opera in the history of the Philippine television in straight 5 years (from 1992 to 1997)

Owns the HIGHEST Rated Soap Opera in the Philippine TV •

Also by the Soap Opera Queen Judy Ann Santos, “Esperanza” was the highest rated soap opera in the Philippine TV history, garnering 58% in Mega Manila and 63.5% in National Urban TAM ratings (NUTAM).

Done the Philippine TV's HIGHEST Jackpot Cash Prize for a Game Show • Game KNB? drawn the highest jackpot prize in the history of Philippine TV with Php 5 Million.

Bought the Philippines' FIRST Top-Rated Asianovela • Starring the Taiwan's No. 1 Boyband, F4, and Barbie Xu, "Meteor Garden" was the Philippines' first Asianovela to be aired on the country. Like Mexicanovelas, Meteor Garden was also dubbed and garnered the highest rated Asianovela in the Philippine TV history, with 63.8% on the NUTAM.

Philippine TV's TOP-RATED Mexicanovela • Thalia's "Rosalinda" was the highest rated Mexicanovela in the country with NUTAM ratings of 68.9% on its July 13, 2000 episode.

Broadcasted the HIGHEST EVER Philippine TV Show and TOP-RATED among Philippine Sports Broadcast. • Manny "Pacman" Pacquiao's match over the defeated Morales of Mexico entitled "Hataw Pacquiao, Laban ng Bayan" was the highest rated Philippine TV show ever in the history of the Philippine TV, with NUTAM ratings of 83.5% in 2006 and also the top-rated Philippine sports broadcast.

Has the HIGHEST Multimedia Conglomerate Asset Base • ABS-CBN has an asset base of Php 28 Billion or US 613 Million dollars as of 2007.

Has the LARGEST Number of Employees in a Broadcasting Company • The Philippines' Largest Network has a number of employees with 5,509 as of 2007, the largest number of employees employed in a broadcasting company.

Home of the Philippines' FIRST Franchise of an International Reality Show • Endemol, a Netherland-Based TV Network, brought the franchise of the first international reality show in the Philippines via ABS-CBN, "Pinoy Big Brother" launched in 2005 where unfamiliar people lived in Big Brother's House for 100 days without any communication from the outside world.

Philippines' FIRST Fantaserye (Fantasy Soap Opera) • Claudine Barretto starred in the Philippines' First fantaserye via ABS-CBN last 2004 entitled "Marina", a story about a mermaid that wishes to have feet.

Philippines' FIRST Action-serye and FIRST Live Ending of a Teleserye • Also, ABS-CBN broadcasted the first action-serye in the Philippines in 2004 entitled "Basta't Kasama Kita" of Judy Ann Santos and Robin Padilla. This action-serye also breaks the ground when it did the first Live ending in the country's TV history.

FIRST Cinema Remake in a Teleserye • ABS-CBN also ground broke the first cinema remake in a teleserye (also known as sineserye) in 2005 when a cinema hit of the present Batangas Governor Vilma Santos-Recto entitled "Kampanerang Kuba" was remade by young actress Anne Curtis with the use of modern and advanced prosthetics.

Philippine TV's FIRST TV Show to be nominated in the International Emmy Awards • The late-night newscast “Bandila” proudly be nominated in the previous 2007 International Emmy Awards beating 800 entries worldwide in the News and Current Affairs Category, and known as the first Filipino program to be nominated in the said prestigious award.

Owned the TOP-GROSSING Blockbuster Movie of the Country • Based on the Movie and Television Review and Classification Board (MTRCB), Star Cinema holds the unsurpassed top-grosser in the history of Philippine Movies. “Sukob”, starring Queen of Philippine Game Shows Kris Aquino and Claudine Barretto, with gross of Php 186,410,000, holds the record for the Top-grossing blockbuster movie of the country.

FIRST Filipino Show to be Franchised Internationally • The second highest rated teleserye in the Philippine TV history, “Pangako Sa’yo” starring Jericho Rosales, Kristine Hermosa, Eula Valdez and Jean Garcia, was the first Filipino TV show to be franchised abroad namely in Indonesia, Malaysia, Thailand, Cambodia, Singapore, Guam, USA, and the Africa.

Philippines' FIRST Extensive Documentary Done About Philippine Television History • When ABS-CBN turned 50 in 2003, the project was done for the first extensive documentary about Philippine TV History entitled “50 Taong Ligawan: The Pinoy TV History” **FIRST TV Station to Bring Home the Legend Media Pioneer Award** • In the First Filipino-American Visionary Awards held last month at the Kodak Theatre USA, ABS-CBN, the largest multimedia corporation, bagged the Legend Media Pioneer Award for encapsulating the brightest stars of the television and pioneering the multimedia broadcasting in the Philippines.

FIRST Broadcasting Network to Enter Digital Television • ABS-CBN currently applied for Digital TV service and will utilize Digital Video Broadcasting – Terrestrial (DVB-T), with the joint venture to Europe’s Impeq Technologies to implement digital signals throughout the country. Besides, this digital signals also allow households to watch ABS-CBN, Studio 23, and the company’s 6 other affiliates in High Definition (HD) Format.

Studio 23 History

During the mid 1990's, ABS-CBN's head honchos had a planning session in San Francisco, California. Ideas were springing up and one of these was to put up a channel that will cater to the upscale market. Freddie Garcia, then ABS-CBN's COO and President, was the prime mover behind the creation of an English language UHF station. STUDIO 23 was conceptualized in order to service a market that ABS-CBN was no longer servicing.

In 1995, STUDIO 23 came into fruition as a team of pioneers was formed to lead such an endeavor. The team was composed of Leo Katigbak for Programming, Jojo Estacio for Programming and Acquisitions, Kai Rodriguez for Finance and Administrative, and Edson Aguiflor & Allan Coronel for Creative On-Air. Later during the year, they were joined by Meckoy Quiogue as Managing Director, Rica Alfonso for Marketing, and Edge Pamute for Special Events.

In preparation for the big launch, STUDIO 23 explored tie-ups with foreign companies but remained a wholly owned subsidiary of ABS-CBN. During the same year, STUDIO 23 closed deals with suppliers and distributors in MIP ASIA. They were able to acquire the shows OPRAH, INSIDE EDITION, and WHEEL OF FORTUNE in the said premier Asian broadcasting exhibition event. In May 1996, STUDIO 23 again closed deals with suppliers and distributors in exhibitions held at Los Angeles, California. These deals closed at the L.A. Screenings were for new products intended for the October launch of the station.

In MID-1996, STUDIO 23 had its first test broadcast and after some fine-tuning and a lot of preparations, STUDIO 23 officially went on-air on Saturday, October 12, 1996. MTV was aired during the day, followed by programming that started early evening. On the same day, STUDIO 23 aired its first movie the BODYGUARD that starred Whitney Houston and Kevin Costner on STUDIO 23 PRESENTS.

Two days after the big launch, STUDIO 23 aired its first newscast. NEWS 23 went on-air on October 14, 1996. The NEWS 23 crew was composed of Nona Cueva as Producer; Nancy Irlanda, Lori Bautista, and Joseph Barrios as Anchors; Itos Valdes, Jenny Alejandro, Daphne Oseña, and Cathy Salceda as Reporters. NEWS 23 was

subsequently reformatted. Frank Evangelista and Nancy Irlanda became the anchors of the newscast.

On September 21, 1998, NEWS 23 evolved into NEWS CENTRAL. Mari Kaimo and Tina Arcega were the anchors of the newscast. Due to increasing demand, NEWS CENTRAL was reformatted as a primetime newscast with Mari Kaimo, Cher Calvin, and Ria Tanjuatco Trillo as anchors. NEWS CENTRAL was again subsequently reformatted and brought back to its original late-evening timeslot. Mari Kaimo and Cher Calvin remained to be the anchors of the newscast. In the following years, NEWS CENTRAL's anchors Tina Arcega and Cher Calvin have graduated to FOX News in San Diego and Las Vegas respectively. GUIDE TO URBAN LIVING, the first local show produced by STUDIO23 and POINTS of VIEW, the first local co-production were also launched during the same year.

STUDIO 23 has its own share of Christmas Specials. In 1999, STUDIO 23 had its first ever Christmas Special entitled A STUDIO 23 CHRISTMAS. The production was filmed in the ABS-CBN compound. Ryan Cayabyab was invited to do the scores of the production and became its musical director. In 2000, STUDIO 23 had their second installment of the Christmas Specials aptly entitled ANOTHER STUDIO 23 CHRISTMAS. The production was filmed in the very posh Rockwell. Ryan Cayabyab was again invited to be the production's musical director. In 2001, STUDIO 23 had its third Christmas Special, IT'S STILL A STUDIO 23 CHRISTMAS. All three productions were directed by Johnny Manahan.

STUDIO 23 also has its own sports milestones. In July 2000, the 63rd Season of the UAAP premiered on STUDIO 23. Streamers were put up around town, and a street party at the Ayala Center featured band performances from famous alumni of the participating schools. In June 2002, the National Collegiate Athletic Association or NCAA's 78th Season aired on STUDIO 23. In November 2003, STUDIO 23 had another sports milestone as it premiered the PBL.

Over the last 10 years, Studio 23 has grown in scope and programming. The network broadened its profile from upscale to the more demographically desirable youth market with urban skew. The network has 16-35 age demo as its core market and it is known for its top notch programming, hip image, innovative promotions and trend-setting on-ground activities, complemented by the KABARKADA campaign launch in 2004, which was re-enforced further in 2007 to target the more elusive and difficult to capture young adult progressives or YAPSTERS.

STUDIO 23 has become the home of global mega-hits such as OPRAH, DAWSON'S CREEK, CHARMED, SMALLVILLE, BUFFY, X-FILES, SURVIVOR, CSI, ALIAS, AMAZING RACE, 7TH HEAVEN, WILL & GRACE, THE NANNY, and more recently, DESPERATE HOUSEWIVES, JUSTICE LEAGUE UNLIMITED, LOST, UGLY BETTY, GREY'S ANATOMY, BROTHERS AND SISTERS and SUPERNATURAL.

The EMMY AWARDS, TEEN CHOICE AWARDS, AMERICAN MUSIC AWARDS, THE GOLDEN GLOBES, and the GRAMMYS have also joined its line-up of power-house events.

A very diverse slate of local shows have made their mark on STUDIO 23. Notables include WAZZUP WAZZUP, US GIRLS, PINOY BIG BROTHER, PINOY DREAM ACADEMY, DIGITAL TOUR, Y SPEAK, NGINIIG PARANORMAL INVESTIGATIONS, IT'S A GUY THING, GAG ITO and BARKADA LOG (BLOG). More recently, BREAK THE BANK marked a first as the network's first local game show while long running NEWS CENTRAL scored points with its makeover designed to appeal to a younger demographic.

From stand-alone events like SURVIVORS IN MANILA [Ethan Zohn, Jenna Morasca and Shii-Ann Huang] to mega-events like BAYBREAK, SUNLOUNGE, BEACH HOUSE and BARKADA GIMIK [which has itself spun out into regional, Asian and US versions], STUDIO 23 remains unmatched in mounting these types of events which have become bigger and better every year.

Innovation has defined STUDIO 23 through the years, from the launch of its animated mascot Potato, to the reinvention of the VJs and other promotional opportunities, to the introduction of the coolest characters on TV, the gang of BARKADA TRIP, the first regularly produced animated interstitials on television. And the Gang's got the full compliment of support that includes webpages, interactive downloads and licensed merchandise.

STUDIO 23 has also won numerous awards and accolades from various media, and non-media groups, both local and international. Most recently, STUDIO 23 won the silver award in the print category at Promax 2006.

ABS-CBN and Phil.TV Timeline (1946-1972)



1946

- **June 13:** American electronics engineer James Lindenberg (December 20, 1921 - April 28, 2009), pioneer of Philippine TV, establishes the **Bolinao Electronics Corporation (BEC)**, naming after the town of Bolinao in the northern Philippine province of Pangasinan--the hometown of Lindenberg's wife. Establishing itself as a radio manufacturing company, BEC involves in selling radio sets and local assembly of radio transmission equipment and manufacture of RCA equipment (transmitters, radio spare parts) for export abroad. BEC is the first media firm in the Philippines incorporated after the World War II.

1948

- **1st Quarter:** Government policies on import controls of foreign radio equipment cause BEC to divert its resources into radio broadcasting.

- **March 1:** BEC sets up the Bolinao Broadcasting System (BBS) in San Juan in Rizal (now in Metro Manila); That time, the giant Philippine network was Manila Broadcasting, with DZRH as the top station.
- **November 23:** BEC opens its first radio station **DZBC**, with a wire tied to two mango trees atop a hill in Bolinao Warehouse, Little Baguio, San Juan as its first antenna.
- **December:** With the transmission of 1,000 kilohertz, BEC-DZBC airs variety shows. BEC-DZBC becomes the first station to broadcast dramas of the Procter and Gamble Company as it introduces its first drama production of Procter and Gamble as the first commercial serialized radio soap opera then, and becomes the closest competitor to MBC-DZRH. Lindenberg checks out the houses with radios blaring the BEC-DZBC broadcasts to determine the size of the station's audiences for advertisers' purposes--the crude measurement serving as precursor to the ratings.

1949

- BEC-DZBC shows *Tawag ng Tanghalan/Call of the Stage*, *Doctor Selga*, *Prinsipe Amante/Prince Amante*, *Gulong ng Palad/Wheel of Fate*(with the TV adaptation by BEC itself, now ABS-CBN, in 2006), *Aklat ng Pag-Ibig/Book of Love*, *Ilaw ng Tahanan/Light of the Home* and *Camay Theater of the Air*--some of them the first dramas of Procter and Gamble--become the first radio shows serving as vehicles for commercials.
- Lindenberg becomes the first to apply a franchise to operate a TV station from Philippine Congress.

1950

- University of Santo Tomas engineering student Jose Nicholas begins first attempt of a TV broadcast as an experiment.
- **June 14:** The Philippine Congress gives Lindenberg the franchise for what will be BEC Manila, the first TV station in the Philippines.

1950-1960

BEC airs

- the drama *Flor de Luna* (with its TV adaptation in the late 1970's this time on KBS/RPN starring Janice de Belen))
- the variety show *Mahiwagang Kahon/Magic Box* (hosted by Jaime dela Rosa)

1952

- The FEATI Institute of Technology conducts academic experiments with television.

- BEC becomes the first Philippine media station to establish a provincial radio station, as it launches 3 provincial radio stations--one in Davao, one in Dagupan (DZRI Radio Ilocos) and one in Naga.
- Judge Antonio Quirino, President Elpidio Quirino's brother, plans to ask a TV franchise from Congress but backs out due to charges of nepotism and instead buys 70% of BEC from Lindenberg.
- September: Though they had little money and resources, BEC changes into Alto Broadcasting System (**ABS**) after its new co-owners--Aleli (AL) and Tony (TO), the nickname of Judge Quirino. Lindenberg is still part owner, this time as ABS general manager.
- **4th quarter:** Quirino begins negotiating for TV equipment with David Sarnoff of the radio company RCA via Quirino's friend Marvin Grey, whose family is a friend of Sarnoff's.

1953

- Eugenio Lopez Sr, owner of newspaper Manila Chronicle, gets a TV franchise from Congress.
- **February 1:** The first TV station in Asia begins in Japan, with the first TV broadcast of the NHK.
- **May:** Quirino sends Jose "Joe" Navarro (who learned filming techniques in television), Arcadio "Cady" Carandang (who was in-charge of setting up a TV service company), Henry "Slim" Chaney (who acted as a spark plug for the whole operation) and Romualdo "Romy" Carballo (who oversaw the transmission aspect) to RCA in New York to study TV technology. ABS, via Quirino, begins importing 300 TV sets with the help of the chinese businessman who owned the Binondo hardware store Joe's Electronics and sets up the TV sets in restaurants, hospitals, church plazas, advertising agencies, hotels, other public places and homes of prominent people. Lindenberg and Chaney bring TV technology in the Philippines afterward and training of ABS employees in TV technology starts.
- **July:** The ABS TV tower is set up in San Juan.
- **September:** DZAQ-TV 3 begins test TV broadcasts. ABS general manager Tony Chavez flew to Tokyo in Japan to meet with executives of the Matsushita company and buy from them the antennas to distribute for the TV sets. He came back in Mid-september with a PAL cargo full of TV antennas. The antennas were quickly distributed in October.
- **October 7:** In 1pm, Quirino and Lindenberg open ABS's DZAQ Channel 3 in black and white, the first commercial TV station in the Philippines and in Southeast Asia under the American analog television standard National Television System Committee or NTSC.
- **October 19:** ABS relaunches DZBC as DZAQ (AQ for Quirino's initials) as the Philippines' most powerful commercial radio station with the ABS tower--then a 50 KW transmitter and
- **October 23:** DZAQ Channel 3 begins telecasts to TV audience of mostly rich people. [A TV set then costs P1,200--10 times the monthly salary then. 1 out of 2,000 Pinoys own a TV set.] Quirino's birthday party at his residence in San Juan

with President Quirino as special guest--the first TV coverage of a special event--airs on ABS then. (The bassist of the band playing in the background was the young Ading Fernando, who would in time become a legend in TV comedy.) ABS telecasts 50 miles from San Juan at 6:00-10:00pm starting then.

- **4th Quarter:** The open spaces above the Republic Supermarket at Rizal Ave. cor. Florentino Torres Street in Manila is ABS's new studio complete with a transmitter from RCA. Quirino uses ABS as an information medium for the reelection bid of the sickly President Quirino. ABS reports the reelection campaigns of President Quirino, the Philippine national elections and the eventual win of Ramon Magsaysay as president. ABS broadcasts old American movies, films from foreign embassies and special events.
- **November 23:** ABS then airs Edmond Rostand's romantic drama *Cyrano de Bergerac*, the 3-hour full-length play, the first play on TV and the first big dramatic production on TV with Jesuit priest and media pioneer Father James Reuter as director.

1953-1960

ABS airs

- the comedies *Candid Camera*, *Life with Father*, *Eddy Cantor Comedy Theater* and *I Love Lucy*, which re-airs in the 1990s on IBC
- the drama *Highway Patrol*, *Gene Autry*, *I Led Three Lives* and *Mister District Attorney*
- the variety shows *Pista ng Caltex/Fiesta of Caltex* (hosted by Patsy, Lopito, Pugo) *Rhum Fiesta*, *Unahan sa Kampana/Rush to the Bell*, *Kualta Na/Money Now*, *Vi-Milk Party*, *Children on Parade*, *Uncle Vero's Childrens Show*, *Your Show of Shows* and *The Purico Amateur Hour* (renamed *Tawag ng Tanghalan/Call of the Stage*; The first ever amateur singing contest; breeding stars out of Diomedes Maturan, Edgar Mortiz and Nora Aunor) for which the first TV advertising contract is signed, being handled by J. Walter Thompson Philippines for Proctor and Gamble-PMC.
- the newscast *Tomorrow's News Aired Tonight with Vero Perfecto*

Events take a turn at BEC this decade.

- As a marketing strategy, ABS (BEC) brands ABS-DZAQ-TV 3 as "The Premier Channel"
- In the late 50's, business visionary Eugenio "Geny" Lopez, Jr. (ELJ) already saw the potential of television to be "bridges on the air," a powerful instrument that can reach and link Filipinos throughout the archipelago.

1954

- ABS-CBN delivered the remote TV coverage of the 2nd Asian Games

1955

- ABS gets the first TV companion: the Clark Armed Forces Television Station Channel 8. [Ownership of a TV set becomes a status symbol as 6,000 TV sets are found in the Philippines then.]
- **September**: ABS covers The Taal Volcano Eruption and introduces TV as public service.

1956

- Student Canteen begins as CBN Canteen, a radio show in 1956 where Priscilla Aristorenas regularly serenaded employees of CBN during their lunch break at the Manila Chronicle Building in Aduana, Intramuros, Manila
- **September 24**: ABS gets a new companion--Lopez brothers Eugenio Sr. and Fernando, owners of newspaper Manila Chronicle, inaugurate the Chronicle Broadcasting Network (**CBN**) with its radio station DZXL, the network's flagship AM station.
- **4th Quarter**: CBN's DZXL wins over ABS's DZAQ in audiences. CBN launches the first ever FM station DZYL.

1957

- CBN airs the variety show *CBN Canteen* (renamed as *Student Canteen*), the Philippines' first and top noontime variety show. "It's 12 high noon. Welcome to your *Student Canteen!*" (hosted by Eddie Ilarde and Leila Benitez; Pepe Pimentel added to the hosts in the late 50s)
- Eddie Mesa, Elizabeth Ramsey, Carina Afable, Helen Vela, Rafael M. Alunan III and Edward Hagedorn were some of the young hopefuls who tried their luck to be singing champions in the program's most popular segment.
- January-February: Eugenio Lopez Sr. negotiates the selling of ABS with Quirino.
- **March**: ABS and CBN report the airplane crash death of President Magsaysay and the Philippine national elections that sees the win of Carlos Garcia as president.

1958

- ABS-CBN airs the game show *What's My Living?* (directorial debut of seasoned director Mitos Villareal)
- **January**: CBN buys ABS from Quirino with the memorandum of agreement signed on a breakfast table napkin. The Lopezes then incorporate ABS and CBN under the name Bolinao Electronics Corporation (**BEC**--the original name of ABS), making BEC the 1st Philippine radio-TV network. The purchase begins with the radio frequency of DZAQ and the franchise for ABS Channel 3, the first TV station in the country.

- **April 19:** BEC opens its second TV station DZXL-TV Channel 9, with Eugenio Sr's eldest son Eugenio Jr as manager and Jaime Navarro as production manager. Channel 9's working transmitter consists of bamboo strips and rags.
- **Post April:** Eugenio Lopez Sr's son Eugenio Jr gets TV training from Lindenberg and Chaney. Romy Caraballo and Cady Carandang, co-trainees of Chaney, start building the BEC TV station and studio at Aduana in Intramuros in Manila.

1959

- BEC opens 2 more radio stations in Metro Manila: DZMM, a 5-kw mellow and classical AM radio station and DZRD.

BEC airs

- the variety show *The Perry Como Show* and the NCAA Basketball Games
- the dramas *Tombstone Territory*, *Annie Oakley* and *Dragnet*
- other shows like *Chelsea Dancetime*, *Pacosta Hit Parade*, *Darigold Jamboree*, *Tia Dely/Aunt Dely*, *United American Tiki-Tiki* and *Operatang Sampay Bakod/Operation Clothesline*

1960

- BEC begins to air shows from its American partner, the United States' NBC (National Broadcasting Company), RBS partnered with American Broadcasting Corporation and IBC partnered with Columbia Broadcasting System. It also begins to air the variety shows *Cooking with Nora Daza*, *Del Marquez Variety Musical* and *Bellman Baby Powder Parade*--the shows sponsored by the ad agency Advertising and Marketing Associates with Antonio de Joya as manager then

Events take a turn on BEC and other networks this year.

- BEC introduces promo girls (Maya Valdez and Maria Montelibano) who introduce the next programs to air on Channel 3.
- **June:** BEC opens another radio station DZRC.
- **June:** DZTV Channel 13 or the Inter-Island Broadcasting Corporation, IBC, owned by Andres Soriano was established
- **September 25:** BEC airs the first televised Mass at 9:00am at the Manila Cathedral on Channel 3 with the then Archbishop of Manila Rufino Cardinal Santos as main celebrant and Fr. James Reuter as the Mass narrator.

1960-1970

BEC launches

- the comedies *The Gloria and Luis Show* with Gloria Romero and Luis Gonzales, *Buhay Artista/An Artist's Life* with Dolphy and Panchito, *Super Laff In* (first ever gag show featuring the wacky team of Ramon Zamora, June Keithley and Maya Valdez; newscaster Frankie Evangelista is the executive producer of the show), *Si Tatang Kasi, Tang Tarang-Tang* (starring Pugo) and *Kami Naman/Our Chance*
- the variety shows *Lucky Strike Show*, *Tony Santos Presents*, *Stop Look and Listen* (the Philippines' first daily noontime variety TV show), *Oras ng Ligaya/Hour of Joy*, *The Gloria-Eddie Show*, *Sunday Sweet Sunday* (hosted by Fides Cuyugan-Asencio and Jimmy Melendez), *Lyn Madrigal Show*, *Star Caravan*, *D' Sensations* (aside from Edgar and Vilma, Perla Adea, Romy Mallari, Sonny Cortez, Ike Lozada and Angge are also the show host), *Noontime Matinee* and *Ariel Con Tina/Ariel and Tina*
- the talk show *Two for the Road and Cowboy Hal*
- the teen show *Jam Session* (first ever Youth Oriented show; hosted by Bobby Ng)
- the movie block *Cine Filipino/Filipino Cinema*
- the newscast *Mga Balita Ngayon*
- the dramas *Santa Zita and Mary Rose*, *Larawan ng Pag-Ibig* (starring a then 9-year old Vilma Santos; first TV serial developed and produced in film), *Teenagers*, *Mga Aninong Gumagalaw/The Moving Shadows*, *Hiwaga sa Bahay ng Bato*, *Mga Bayani sa Kalawakan*, *Munting Banal*, *Prisipeng Tulisan*, *Dakilang Panata*, *Guhit ng Palad*, *Wild Wild West*, *The Twilight Zone* (from the United States) and *Ang Mahiwagang Daigdig ni Doray/The Magical World of Doray*
- the educational show *Education on TV* (a three times-a-week show produced by Fr. James Reuter)
- the coverage of the MICA basketball games

Events take a turn at BEC and other networks this decade

- TV becomes available to the middle class and the poor people. [40 out of 1,000 Pinoys then own a TV set]
- BEC brought provincial radio network Monserrat Broadcasting System.
- BEC has new studios in Dewey Boulevard (now Roxas Boulevard) in Manila.
- BEC begins airing the weekly Sunday Masses from the BEC studios in Dewey Boulevard (now Roxas Boulevard) in Manila.
- BEC covers the Jabidah Massacre and the assassinations of John F. Kennedy, Robert Kennedy and Martin Luther King.
- BEC relaunches radio stations DZAQ as Radio Patrol (home of the pioneer newsmen Orly Mercado, Rey Langit, Joe Taruc, Bobby Guanzon, Ernie Baron, Johnny Midnight and Mario Garcia), DZXL as drama station and DZYL as sports station. BEC has the Spanish station DZME (which closes down later), variety music station DZYL, pop music station DZQL and Filipino pop culture station DWOW (the first ever station of Joey de Leon).

- IBC 13 introduced innovative scheme for sponsors by setting up a marketing arm separate from the station. RBS 7's Stewart was even more creative. He was the first to sell program segments and TV spots, that are so popular today.

1961

- BEC begins airing the first educational show on Philippine TV--*Education on TV*--with Jesuit priest and history teacher Father Horacio de la Costa and art teacher Fernando Zobel, produced by Father James Reuter on Channel 9.

Events take a turn at BEC and other networks this year.

- BEC and other TV channels cover the Philippine national elections that see Diosdado Macapagal as president and Senator as vice president.
- DZTM Channel 5 was established as the Associated Broadcasting Corporation by the Manila Times Publishing and Joaquin 'Chino' Roces y Pardo
- DZRH Channel 11 was established as the Metropolitan Broadcasting Corporation owned by the Elizalde's
- **June 14:** BEC opens the Philippines' first regional radio-TV station of a TV network, first TV station outside Manila, and the first radio-TV station in Southern Philippines: BEC 3 Cebu (now ABS-CBN 3 Cebu) airing 4 hours with the tallest tower (in that time) in Cebu measuring 216 feet.
- **Post-June:** BEC opens the first TV-radio broadcasting station in Ilocandia--BEC Dagupan (now ABS-CBN 32 Dagupan).

1962

Events take a turn at BEC this year.

- BEC's new variety show *Caltex Cavalcade* opens.
- BEC opens BEC Channel-4 Bacolod (now ABS-CBN Bacolod), the first regional TV-only broadcast station in Southern Philippines and the second TV station in Visayas.
- *Hiwaga sa Bahay na Bato*, a live TV serial banking on the talents of writer-director Jose Miranda Cruz premieres on ABS Channel 3.
- BEC covers the *ASEAN Games* in Bangkok in Thailand.
- BEC becomes the first Philippine media network to go on remote live telecast.
- BEC becomes the first Philippine media network to utilize the 1-inch helical video tape and the 2-inch Ampex tape in recording TV shows.
- IBC opened first ever TV station in Mindanao, DXTV-TV Channel 13
- **January:** BEC gets a new companion: DZRP Channel 10, Philippine Broadcast Service, a government owned TV Station was inaugurated
- **December:** BEC Channel 2's audience share declines, as RBS becomes the number 1 TV station in terms of Manila ratings then.

1963

- BEC airs the variety show *The Nida-Nestor Show*.
- BEC started to air films in color and started its color test broadcast.
- **September 13:** ABS-CBN launches *Buhay Artista*, a loose comedy-musical format built around the lives of stage actors, and scores another coup as the first comedy-musical on Philippine TV. The Sunday evening hit capitalizes on the strengths of “bodabil” stars Dolphy, Panchito, Ading Fernando, and Teroy de Guzman.
- **December:** In time for the 10th anniversary of Philippine television and BEC (formerly ABS) in the television industry, BEC becomes number 1 in Manila ratings again, dislodging RBS.

1964

- BEC receives the first videotape recorders in the country and premieres the first videotaped recorded show *Your Evening with Pilita*. (directed by Mitos Villareal)
- BEC shows and stars compete in the first Philippine TV awards contest "Citizen's Awards for Television" (CAT) of the Citizen's Council for Mass Media.

1965

- BEC airs the educational show *Romper Room* (an educational show with a live cast of actual nursery school students)
- BEC and other media channels cover the 1965 Philippine national elections that sees the win of senator Ferdinand Marcos as president and ABS-CBN executive Fernando Lopez as vice president.
- Eugenio Lopez Sr's eldest son Eugenio Jr is the new owner of BEC.
- BEC has Channels 3 and 9 as the most widely watched TV channels in the Philippines, with DZXL and DZAQ Radio Patrol as the most widely-listened radio stations.
- **January:** *Magandang Tanghali*, a daily noontime variety show is launched, starring Pancho Magalona, Cachupoy, and Teroy de Guzman, and is directed by Tony Santos. The show replaces the pioneer noontime show, *Student Canteen*.

1966

- ABS-CBN airs youth-oriented show *Nine-Teeners* (hosted by Jose Mari Chan and Roman Asanza)
- **June:** Geny Lopez forges an agreement between Radio Corporation of America (RCA) and ABS-CBN for the establishment of the first color TV broadcast in the Philippines.; Color TV or Technicolor tubes made way to the Philippines via BEC. The legendary Sarimanok logo/station ID was first used.
- *Wild Wild West*, *Get Smart*, *Bonanza* and *Rat Patrol* were among the most popular U.S. programs broadcast in full color.

- **November 21:** The World Tonight, an all-English newscast premiered on CBN Channel 9 anchored by Hal Bowie and Henry Halasan.
- Former ABS-CBN president Freddie M. Garcia started working with the company as a sales executive.
- BEC airs the comedy *Pancho Loves Tita* (the first sitcom starring Pancho Magalona and Tita Duran; Written by Ading Fernando and Directed by Ben Achiento
- BEC and other TV channels cover President Marcos' state visit to the United States.
- BEC covers the ASEAN Games in Bangkok in Thailand for the second time.

1967

Events take a turn on BEC (later name: ABS-CBN) this year.

- BEC is the first Philippine media network to open a relay station in Baguio City.
- **February 1:** BEC changes corporate name to **ABS-CBN** Broadcasting Corporation, adopts the tagline "The Philippines' Largest Network" and moves to a new site in Quezon City's Bohol Avenue. ABS-CBN has 2 TV stations and 7 radio stations in Manila, 3 TV stations and 14 radio stations in the regions and 3 affiliate radio stations, being true to its tagline "The Philippines' Largest Network". The network corporate logo was born.
- **Post February:** ABS-CBN's Channel 9 launches more foreign shows like The Flying Nun.
- **June:** ABS-CBN and other media channels cover the Independence Day festivities at Luneta in Manila.
- **November:** ABS-CBN pioneers the tradition of extensive and ground-breaking election reportage when it broadcasts Philippine TV's first marathon election coverage on November 14. Halalan '67 airs poll results and updates for 36 hours straight.

1968

TV is the medium earning the highest advertising revenue, overtaking radio.

Events take a turn at ABS-CBN this year.

- ABS-CBN shows *Buhay Artista*, *Wild Wild West*, *The Nida-Nestor Show*, *Tawag ng Tanghalan*, *Cine Pilipino/Filipino Cinema* and *Your Evening with Pilita* get top spots on the ratings charts for 1967. This is the first time the ratings charts appear, resulting from the competition between network-produced shows and advertiser-produced shows.
- ABS-CBN airs the first daily drama series termed as a "soap opera".
- ABS-CBN introduces the "breaking news" concept on Philippine TV as it airs the 1st marathon coverage of the Ruby Towers Collapse in Metro Manila via

microwave transmission from an Outside Broadcast (OB) van with 3 black-and-white cameras.

- ABS-CBN covers the *Olympic Games* in Mexico City--the first Philippine media network to have a live via satellite coverage of an international event.
- ABS-CBN starts covering live the events of the *United States Presidential Elections*.
- ABS-CBN is the first TV network to take full control of producing TV shows and to relieve advertising agencies of producing regular TV programs.
- ABS-CBN begins implementing the 60-second rule for TV commercials.
- ABS-CBN is the first Philippine media network to establish the country's 1st cable company with its launch of Nuvue Cablevision which serves Baguio City.
- ABS-CBN acquires and incorporates SCAN, the film production company specializing in film and TV commercials.
- **December 18:** ABS-CBN is the first Philippine media network to have a broadcast centre complex in the country as inaugurates its Bohol Avenue Broadcast Center Complex--the first, biggest and best-equipped broadcasting complex in East Asia then (composed of 6 studios, a soundtrack recording hall, lighting effects, 16 TV cameras and made-for-TV movie facilities), rivaling Japan's NHK and making it the training ground for TV people from Japan, Thailand and Australia.

1969

ABS-CBN airs

- *Man on The Moon*, covering Apollo 11's historic landing on the moon--The nation witnesses man's first step on the moon as ABS-CBN delivers its non-stop 168-hour "Man on the Moon" coverage the country's first telecast of an event via satellite and first in color. The network airs live satellite feeds and news updates. It is anchored by Bong Lapira, with American panelists, and is accompanied by annotations from the Philippines' brightest scientist. Additionally in the US, the ABC News coverage is done on a set designed and executed by former Asst. Head of Production, ABS-CBN veteran Ernie de Leon. Telecasts from the moon relayed back to earth were captured on Philippine TV sets by the satellite network.
- *Bandwagon '69*, the special election eve variety extravaganza sponsored by the members of the Nacionalista Party--among them President Marcos and Vice President Lopez broadcasting 3 hours earlier than other networks
- *Halalan '69*, the first marathon TV coverage of the Philippine national elections that sees the reelection of President Marcos and Vice President Lopez, the coverage was the first ever Philippine program to introduce green screen/chroma keying.
- the *Miss Universe Contest* in the United States crowning Filipina candidate Gloria Diaz as the winner.

Events take a turn on ABS-CBN this year.

- ABS-CBN is the first Philippine media network to hold a marathon public service coverage via microwave.
- ABS-CBN is the first Philippine media network to have an all-news and commentary radio via Radio Patrol.
- ABS-CBN sells CBN's Channel 9 and the former ABS building to Marcos crony/ambassador/sugar businessman Roberto Benedicto, who uses the channel and the building with the provincial stations--to build Kanlaon Broadcasting Systems (KBS)--marking his entry to media. He later bought Radio Philippines Network, RPN, from Roman Santos.
- The Philippine Association of National Advertisers (PANA) and the groups of consumers request ABS-CBN and other TV stations to minimize TV ads to less than 15% of the telecasts.
- **March:** ABS-CBN airs the first real nationwide news simulcast, when the network's five TV stations, 21 radio stations and three affiliate radio stations all throughout the country connect via relay sites to the main newscast in the Quezon City studios.
- **June:** ABS-CBN announces its new channel assignment from Channels 3 and 9 to Channels 2 and 4.

Events take a turn on rivals this year.

- KBS-9 finally launched its broadcasts, KBS-9 also launched its first state-of-the-art superior color transmission in the Philippines dubbed Accucolor.

1970

- ABS-CBN opens a relay station in the Bicol Region. ABS-CBN Davao begin serving TV viewers from Mindanao.
- ABS-CBN increases its color programming to eight hours a week. Until mid-1970 it is the only TV network in color.
- ABS-CBN's "Man on the Moon" coverage was given the Special Coverage award at the 1970 Citizen's Awards for Television
- The Lopezes acquire the Sarmiento Telecommunication Network (later renamed the Philippine Telegraph and Telephone Co. or PT&T). The acquisition is a strategic component of Geny Lopez's dream to build "Bridges on the Air." Through PT&T's microwave transmission, broadcasts from Manila can be relayed to Luzon and Visayas simultaneously. The project, however, is overtaken by martial law.

1970-1972

- ABS-CBN airs youth sitcom Edgar Loves Vilma (the first TV show of the Vi-Bot tandem)
- The Philippines becomes the 3rd country in the world to manufacture color TV sets.

- ABS-CBN opens new shows, including the talk show Impact with newspaper writer Max Soliven
- ABS-CBN and other TV channels cover the 1st Quarter Storm, the series of nationwide bombings, including the Golden Buddha theft, the Dovie Beams scandal and the Quintero Payola Report at the Constitutional Convention.
- ABS-CBN Channels 2 and 4 take hold of 80% TV audience share then.
- ABS-CBN's rival IBC-13 switch into VINTACOLOR. The third TV network to do-convert into full color.

1971

- **August 21:** ABS-CBN and the other TV networks cover the bombing in Manila's Plaza Miranda, disrupting the miting-de-avance (general meeting) of the opposition senatorial candidates.
- **November 8:** ABS-CBN embarked on a precinct-level nationwide counting of election results with 26, 866 canvassers, highly sophisticated communications system, an array of 5 channels and 20 radio stations in Bilang ng Bayan: Halalan 71'
- RPN became the first TV Station to go public.

1972

Events take a turn on ABS-CBN this year.

- ABS-CBN operates 2 Manila TV stations (Channels 2 and 4), 7 Manila radio stations, 3 affiliate radio stations, 3 regional originating TV stations, 2 regional relay TV stations and 14 regional radio stations, making it the Philippines' largest media network.
- ABS-CBN puts up a large microwave relay system that will air its shows in Cebu, Bohol, Negros, Panay, Leyte, Samar, Iloilo and the Northern Luzon.
- ABS-CBN puts up high transmission towers in Mt. Kaladong in Negros, Mt. Busay in Cebu, Mt. Banoy in Benguet and in Mindanao Region.
- Phil Delfino composes ABS-CBN's "The Philippines' Largest Network" jingle.
- **August 5:** On July 17, *Typhoon Isang* wreaks havoc in Metro Manila and much of Central Luzon affecting 5.5 million Filipinos, with 20 days of non-stop rain. ABS-CBN airs *Damayan/Helping Hand*, the first full scale telethon (telephone marathon) aiming to raise funds for the victims of Typhoon Isang with ABS-CBN talents (Dolphy, Nora Aunor, Vilma Santos, Tina Revilla, Tony Santos Sr.) donating P12,000--a big contribution to the overall fund count of P33,800 plus thousands of food and clothing donations from advertisers. This marks the 1st TV appearance of Nora and Vilma together.
- **September 20:** Military troops take over ABS-CBN's studios to the surprise of the employees and the stars, who find out the declaration of martial law after.
- **September 21:** President Marcos declares martial law.

- **September/October:** Eugenio Lopez Jr. was picked up and incarcerated
- **Post September:** President Marcos orders the take-over of all media firms to prevent communist propaganda. Press Secretary Francisco Tatad and Gregorio Cendana (of National Media Production Center) take over ABS-CBN's Channel 4-Manila and rename it as Government Television (GTV Channel 4). ABS-CBN stars and employees gather at the Now Restaurant outside the ABS-CBN studios daily with hopes of reopening. Other stations except KBS Channel 9 closed also.
- **September (until February 1986):** ABS-CBN's officers Freddie Garcia, Tony Barriero, Marcial Sanson and Rod Reyes leads the network's employees and stars moving to RBS Channel 7. Other ABS-CBN shows, stars and employees start moving to Channels 9 and 13.
- **November 27:** ABS-CBN president Eugenio Lopez Jr gets arrested lands in Fort Bonifacio in Metro Manila.
- **Post November:** ABS-CBN general manager Jake Almeda Lopez begins negotiations on selling ABS-CBN to Benjamin "Kokoy" Romualdez (brother of President Marcos' wife Imelda) and Roberto Benedicto.

ABS-CBN Timeline (1987-2000)

1987

Former ABS-CBN stars, personalities and employees, including Freddie Garcia, Rino Basillo, Rod Reyes and Marcial Sanson, start to return to ABS-CBN.

The Lopezes counter accusations of BBC-2's charges of the Lopezes owing them for the supposed lease of ABS-CBN's equipment, telling that media operator Benedicto owes them back rentals for ABS-CBN's equipment taken without compensation in 1972.

ABS-CBN gets back its facilities from MBS (with the new name PTV (People's Television 4) and absorbs MBS's 600 employees into the ABS-CBN workforce.

ABS-CBN is the first Philippine media network to use the Betacam tape, a technological advancement then.

March 1: ABS-CBN is relaunched as The Star Network via the live public variety extravaganza *Ang Pagbabalik ng Bituin* (The Star's Return) live at the Quirino Grandstand, as it calls back all its former stars and personalities working in other various media networks to return to ABS-CBN. Present in the live show are Maricel Soriano, Alma Moreno, Richard Gomez, Joey Marquez, Pops Fernandez, Martin Nievera and others.

After six months of carefully selected plans, the first tri-ribbon 2 logo laced with a rhombidal star came to be. The tri-ribbon 2 logo's color is white carried the slogan *The Star Network* when it aired as a station ID to reclaim the dominance in TV ratings. By 1988, the ribbons in the tri-ribbon 2 logo are tri-colored with red, green and blue. Truly, the tri-ribbon 2 logo was accidentally came from a shooting star in the form of 2. Similarly, most numerical channel logos within this slogan have with a star and versions came into regional TV channels like 3 (DYCB-TV in Cebu and DZRR-TV in Baguio), 4 (DYXL-TV in Bacolod and DXAS-TV in Davao), 11 (DZNC-TV) in Naga and others.

Post February-March: ABS-CBN reports on the drafting of the first post-1972 Constitution. It launches the newscast TV Patrol (<https://sites.google.com/site/tvpatrol24/home>), becoming the number 1 newscast on Philippine TV for the next 24 years and having anchors Robert Arevalo, Mel Tiangco, Frankie Evangelista, Angelique Lazo, Kata Inocencio, Julius Babao, Tintin Bersola, Henry Omega Diaz, Ces Drilon, Aljo Bendijo, Karen Davila, Noli de Castro, Korina Sanchez, and Ted Failon the comedies *Palibhasa Lalake* (Because of Males), *Chika*, *Chika Chicks*, *In The Money*, *Mga Kuwento ni Lola* (Grandma's Stories) and *Goin' Bananas* the variety shows *Loveli-Ness* with Alma Moreno and *Twogether*: Martin and Pops with Martin Nievera and Pops Fernandez the talk shows *Star Cafe* and *Dina*, the weekly *Regal Films* movie special *Regal Presents*, the current affairs show *Probe* with Cheche Lazaro, which moved to GMA after less than a year (in 1988) and coming back to ABS-CBN after 18 years (in 2005) and ended in 2010, the drama *Maricel Drama Specials*, which runs for the next 10 years.

ABS-CBN Schedule from February 1987 to July 1991

<http://www.scribd.com/doc/30893658/ABS-CBN-Schedule-1987-1991>

1988-1990

ABS-CBN launches the talk show *Teysi ng Tahanan* (Teysi of the Home) with Tessie Tomas

1988

ABS-CBN airs the variety show *Tonight with Dick and Carmi* the current affairs show *Magandang Gabi Bayan* (Good Evening to Our Dear Nation), with host Noli de Castro (with replacements Henry Omega Diaz, Gus Abelgas, Erwin Tulfo, Julius Babao, Korina Sanchez, and Katherine de Castro)

Events take a turn on ABS-CBN this year.

ABS-CBN relaunches ABS-CBN Cebu and ABS-CBN Davao and starts the resumption of operations in ABS-CBN's regional stations.

- ABS-CBN revives the *Bridges on the Air-Link to the Future* with a new domestic satellite system, making it the first Philippine media network on full nationwide satellite broadcast.
- March: More artists like Sharon Cuneta and President Aquino's younger daughter and actress Kris join ABS-CBN.
- June: ABS-CBN resumed its provincial operations with the relaunching of **DYCB-TV** channel 3 in Cebu.
- Sharon has her first show--The Sharon Cuneta Show.

August 8 (The Historic Date: 8-8-88): Number 1 Since Then--ABS-CBN becomes number 1 among the 7 Filipino TV channels in Manila in the audience share and ratings, with all the Top 10 shows belonging to the network, and the first in the Philippines to be number 1 after its relaunch. ABS-CBN's TV companions, notably People's Television (PTV-4, later National Broadcasting Network, NBN Channel 4), Associated Broadcasting Company (ABC Channel 5), Greater Manila Area (GMA Channel 7), and Intercontinental Broadcasting Corporation (IBC Channel 13) start attempts to bring in more viewers after ABS-CBN becomes the number 1 Philippine TV network.

November: ABS-CBN introduces the new slogan and seal "In the Service of the Filipino".

December: ABS-CBN starts satellite broadcast of its prime time shows.

December 11: ABS-CBN airs marathon of 6 hours for the phenomenally top-rating EDSA Revolution-themed international drama series *A Dangerous Life*. *A Dangerous*

Life is the first successful 6-hour marathon broadcast and the most highly-rated show in Philippine TV then.

1989

ABS-CBN airs the dramas Agila and Coney Reyes on Camera (from RPN TV-9), the talk show Oh No, It's Johnny!, the comedy Okay Ka Fairy Ko (You Did Well My Dear Fairy) from IBC TV-13 (and then to GMA), the variety shows Ryan, Ryan Musikahan (Musicals with Ryan) and Eat Bulaga!, from RPN (and then to GMA), the educational show Batibot (from PTV and RPN to GMA) and the current affairs show Tatak Pilipino (Filipino Brand) formerly known as Cafe Bravo.

Events take a turn on ABS-CBN this year.

ABS-CBN holds the first media-sponsored nationwide midnight prayer vigil for peace in the Philippines.

ABS-CBN airs Kris at 18, the network's birthday special for Kris Aquino and begins the series of media specials celebrating the birthdays and milestones of its stars and personalities then.

ABS-CBN re-launches its Manila FM station DWRR 101.9 FM (Radio Romance), beginning as the country's 1st all-CD music and all-female music jock radio station.

ABS-CBN launches socio-civic media campaigns Sundalo ng Karahasan, Kandila at Panalangin, Citizen's Crusade for Democracy and Peace with Justice, Bantay Bata and Sagipbayan.

ABS-CBN is the first broadcast network in the Philippines with an electronic newsroom.

ABS-CBN utilized the Sony Betacart System for automated programming and insertion of commercial gaps, the first in Philippine broadcast engineering.

ABS-CBN launches the socio-civic organization ABS-CBN Foundation (formerly Lingkod Bayan Foundation). ABS-CBN's first major undertaking was the relief operations for the victims of the 16 July 1990 Luzon earthquake. This institutionalizes the network's commitment to public service.

December 9: Rebels seize the ABS-CBN buildings for a few hours at dawn in a military coup against President Aquino, stalling the taping of Goin' Bananas.

1990

ABS-CBN airs the comedy Luv Ko Si Kris (I Love Kris) with Kris Aquino, the talk show Mel and Jay (later moving to GMA after 5 years), the variety show Sa Linggo nAPO Sila (They're Here on Sunday!) with the legendary band Apo Hiking Society, and One Asia Assembly, the country's first live via satellite conference.

ABS-CBN covers the aftermath of the 1990 Earthquake hitting the cities of Baguio and Cabanatuan and starts the Killer Quake Emergency Fund Campaign together with DZMM and the Middle East Gulf War in Iraq and Kuwait.

ABS-CBN makes Radio Romance 101.9 the first FM radio station on full nationwide satellite broadcast. ABS-CBN gets 40-50% Metro Manila TV audience share, and 70% regional TV audience share-the highest of any Philippine TV network.

1990-2000

ABS-CBN begins airing the variety shows Gym Team and Ready, Get, Set, Go!, the talk show Cityline, the religious shows Rosary Crusade and Iglesia ni Cristo (The Church of Christ), the educational shows Awit-Titik-Bilang na Pambata (Songs-Letters-Numbers for Kids), For Kids Only and Bananas in Pyjamas, the weekly movie features Tagalog Movie Greats (revised names: Star Blockbusters and Cine Fiesta), Million Dollar Movies (revised names: Megazine, ABS-CBN Presents, Sunday Family Cinema and Sunday's Best), Weekend Midnight Spectaculars and Midnight Mini-Greats, American-language shows like Baywatch, X-Men, the Beverly Hills series, Melrose Place, Video Hit Parade, Business & Leisure and Home Front and Chinese-language dramas, variety shows and movie features

ABS-CBN launches the integrated production design company Creative Creatures Incorporated and the customer-oriented channels Skymall and Real Estate Channel

ABS-CBN talents, among them Joey Marquez and Herbert Bautista start to run and win in the local and the national elections.

Ermita Electronics Corporation owned by pre-martial law pioneer Arcadio "Cady" Carandang" launched first UHF TV rebroadcasting a foreign station, Star TV, on Channel 23

1991

ABS-CBN airs the drama Maalaala Mo Kaya (Remembering/Can You Remember) and the comedy Abangan Ang Susunod na Kabanata (Wait for the Next Episode).

ABS-CBN sets up the Talent Development and Management Center (also called Talent Center, later Star Magic) to develop a stable of new stars for the network.

March 25: ABS-CBN and the Lopez Group of Companies set up Sky Cable, the leading cable TV operator.

1992

ABS-CBN airs the legendary comedy Home Along da Riles with legendary Filipino comedian Dolphy and Nova Villa, running for the next 11 years, the dramas Ipaglaban Mo (Fight!) and the legendary Mara Clara, catapulting the popularity of lead star Judy Ann Santos, becoming the number 1 drama in afternoon and on primetime, and setting the trend of local dramas today, the current affairs show The Inside Story with Loren Legarda and Hoy Gising! Mga Imbestigador ng Bayan (Wake Up! The Country's Investigators), the talk shows Martin After Dark and Showbiz Linggo (Showbiz Sunday) with Cristy Fermin, Butch Francisco, Edu Manzano, Roderick Paulate and Tintin Bersola, the legendary variety show Ang TV (The TV) featuring the young ABS-CBN talents, catapulting the popularity of its various stars like Claudine Barretto, Jolina

Magdangal, Marvin Agustin, Mylene Dizon, Jan Marini Alano, Rica Peralejo, Roselle Nava, Diether Ocampo, Patrick Garcia, Paolo Contis, John and Camille Pratts, Angelica Panganiban, Carlo Aquino, Joy Viado, Winnie Cordero and Joji Isla and the first Tagalog-dubbed cartoons Peter Pan, Cedie-Ang Munting Prinsipe (The Young Prince) and Princess Sarah, which set the trend of Tagalog-dubbed foreign shows today

ABS-CBN airs live coverage of events this 1992.

May: ABS-CBN airs Halalan '92, the network's first post-1986 marathon coverage of the Philippine national elections-its predecessor being Halalan '69. It covers the 1992 Philippine national elections that oversaw 1986 EDSA Revolution personality Fidel Ramos and Filipino movie actor Joseph Estrada as the new president and vice president respectively.

July: ABS-CBN covers the 1992 Summer Olympics in Barcelona in Spain, the second time ABS-CBN covers the Olympic Games in its lifetime, and the first time after the Martial Law and the 1986 EDSA Revolution.

Events take a turn on ABS-CBN this year.

ABS-CBN has 62% audience share in Metro Manila--12 times its initial audience share at the end of 1988 and the highest recorded audience share by a TV network then.

ABS-CBN's reach expands to over 88% of the Philippine archipelago--the widest TV coverage of a TV network then.

ABS-CBN Regional begins producing shows for the local audiences.

ABS-CBN gets accolades from various organizations in the Philippines and all over world--including Euromoney, International Financial Review, Asian Business Magazine, Asiamoney Magazine, Finance Asia and Far East Economic Review.

Asian Business Magazine ranks ABS-CBN as Asia's Most Admired Media Company for the next 5 years, making ABS-CBN the first Filipino media company is named as such.

ABS-CBN's co-network Channel 5 (ABC-5) reopens.

ABS-CBN is the first Filipino media company to go public as makes initial public offering of stocks at the Philippine Stock Exchange, selling shares at P15.00 per share and ending at P26.50 per share at the day of its opening.

February: ABS-CBN launches the international Filipino media-communications entity ABS-CBN International in Daly City, United States.

March: ABS-CBN International establishes its first full news and entertainment service outside the Philippines via Marianas Cable in Saipan.

September: TV Patrol, the first Filipino program seen on international TV, is warmly received by the Filipino community in the Bay Area and its environs, reaching as far as Sacramento & San Jose with a viewership of 60%.

November: ABS-CBN signs a historic lease with PANAMSAT and switches from taped international telecasts to live satellite feed.

1993

ABS-CBN launches the worldwide Filipino media network The Filipino Channel (TFC). The first launch is in various Filipino communities in the United States' West Coast. With 8 hours of Filipino programming carried by Western Cable Systems and TCI Cablevision, and in various TV stations in United States, Asia-Pacific and Europe, this is the network coming into being-the first time a Filipino network attempts successfully to go global. ABS-CBN Televideo, penetrating the video rental market in the United States and the movie outfit Star Cinema, with its first movie Adan Ronquillo: Tubong Cavite, Laking Tondo (Adan Ronquillo: Born in Cavite, Raised in Tondo) as a box-office hit and making ABS-CBN the first Philippine media network to venture into movie production and distribution

Events take a turn on ABS-CBN this year.

January 1: In celebrating the New Year 1993 and in celebrating 40 years of Philippine TV, ABS-CBN resurrects the Sarimanok logo. ABS-CBN launches The Grand ABS-CBN Sarimanok Milyung-Milyong Pasasalamat Raffle Papremyo (The Grand ABS-CBN Sarimanok Millions of Thanks Raffle Prize Contest)-the first, biggest, longest and most

dynamic nationwide promo contest by a media network, which was repeated 2 times in the decade.

ABS-CBN realizes the dream of Bridges on the Air with the launch of its satellite news gathering system for its News and Current Affairs Organization--the 1st in the Philippines--making possible the live nationwide simultaneous broadcast (simulcast) of shows and live reports from any remote point of the country.

ABS-CBN-2's audience share expanded to 62%.

ABS-CBN is the first Filipino media network to join in Asia's 200 Leading Companies in the 1993 issue of the Far East Economic Review magazine.

ABS-CBN reports TV Patrol ranking number 1 in its timeslot for Filipino televiewers in the western states of the United States, according to the Gallup Poll and launches the newscast in the states of California and Hawaii in the US.

ABS-CBN signs a 15-year contract with Western Cable System and TCI Cablevision, the United States' largest cable operator that year.

Star Cinema releases another box-office May Minamahal (Someone to Love) ABS-CBN's Star Cinema begins producing movie versions of popular ABS-CBN shows.

Its initial movie adaptation of Home Along Da Riles becomes a box-office hit.

ABS-CBN features special plugs and programs as it celebrates 40 years as a TV company and the 40th anniversary of Philippine TV.

ABS-CBN International ventures into video production of popular TV dramas & comedies.

1994

ABS-CBN premieres the Star Drama Theater, the comedy Mana (Inheritance) and the variety show ASAP/ABS-CBN Sunday Afternoon Party (new name: ASAP XV), with hosts Dayanara Torres, Martin Nievera and Pops Fernandez, running it for the next 15 years with ABS-CBN stars and various artists as co-hosts.

Events take a turn on ABS-CBN this year.

ABS-CBN launches the Sarimanok News Network Channel 37 or SNN (new name: ANC/ABS-CBN News Channel), the first 24-hour Filipino news network and the first regional programming cable TV channel on national and international broadcast ABS-CBN's Star Cinema releases Ika-11 Utos: Mahalin Mo Asawa Mo, Hindi Pa Tapos Ang Labada Darling, Lagalag: The Eddie Fernandez Story, Minsan Lang Kita Iibigin, Separada, Wanted Perfect Father, and the movie adaptation of Maalaala Mo Kaya.

ABS-CBN launches the Sarimanok Station ID, the first Filipino station ID made by an all-Filipino creative team using full computer design, graphics and animation, and the first Filipino station ID to win 2 International Gold Medals for Creative Excellence (from the Fuji Television FNS Titles Competition in Japan and the New York TV Festival in the United States)

April: ABS-CBN's satellite service links up with PANAMSAT's PAS-2--the world's first global satellite system reaching to over 66% of the world's viewing population. TFC's worldwide launch begins in Burlingame in US, coming as the first premium Filipino cable TV channel in the US, with 1,500 subscribers in three months of launching.

May: ABS-CBN airs the worldwide broadcast of the Miss Universe Pageant in Manila, the city's 2nd time to hold the contest.

June: ABS-CBN begins airing Sineskwela (School on Film), the first televised educational program aired in Philippine public schools focusing on elementary science lessons. It starts producing shows like Hiraya Manawari (Legends) and Bayani (Heroes).

September: TFC begins running 24 hours of all-Filipino programs, among them the international edition of TV Patrol. More launches of TFC in various parts of the world take place in the next 10 years.

November: More Filipino homes enjoy TFC as cable operators in Hawaii firm up commitment to carry the channel.

December: Oceanic Cable, a Time-Warner company, starts carriage of TFC.

1995

ABS-CBN begins airing the weekly family drama Familia Zaragosa (The Zaragosas) (where the concept teleserye-television series is first made) and the first youth-oriented television drama-comedy Gimik (Get-Together) (later as G-Mik), the daily variety show 'Sang Linggo nAPO Sila (They're Here for One Week) still with the Apo Hiking Society, the talk show Cristy Per Minute with Cristy Fermin, the current affairs show Companero y Companera, with Atty. Rene Cayetano and Tessie Tomas, whom Gel Santos Relos

replaces and the comedy Oki Doki Dok with Aga Muhlach as lead, running it for the next 7 years.

ABS-CBN launches

- the IT entity Internet Media Group (IMG, now ABS-CBN Interactive)
- ABS-CBN.com, the first Philippine TV website, making ABS-CBN the first Filipino network in the Internet

ABS-CBN airs the live coverage of events this 1995.

- *The ABS-CBN Broadcast Vigil for Flor Contemplacion*, the live night-long marathon broadcast for Filipino Overseas Contract Worker (OCW) Flor Contemplacion on the hours before and after her execution in Singapore as unjust punishment for her alleged murder of fellow Filipino OCW Delia Maga and her Singaporean ward Wong Si Kyong. [This broadcast gets a 75% rating and 88% audience share after midnight-the first time a Filipino media network with such record and a milestone in Philippine TV history.]
- the marathon coverage on the succeeding burial rites for Flor Contemplacion
- *Halalan '95*, the network's media coverage of the Philippine national elections that sees the win of senatorial candidates sponsored by President Ramos
- the nationwide noise-barrage media campaign *No Nukes Now and Forever*, as it joins hands with the Philippine government's response to foreign countries' decision to conduct nuclear bomb tests in the Pacific Ocean archipelago, miles near the Philippines.

Events take a turn for ABS-CBN this year.

- ABS-CBN Star Cinema releases box-office hits *Eskapo/Escape: The Serge Osmena-Geny Lopez Story* (based on the 1977 escape of ABS-CBN chairman Eugenio Lopez Jr with current senator Sergio Osmena III and their States-side exile), *Basta't Kasama Kita/Always Being With You*, *"Hataw Na/Dancel"*, *Home Sic Home*, *Mangarap Ka/Dream On*, *Pare Ko/My Pal*, *Patayin Sa Sindak Si Barbara/Kill Barbara with Fear*, *Tapang Sa Tapang/Courage with Courage*, *Asero, Bukas...Bibitayin Si Itay-Father Will Be Executed Tomorrow*, *Matimbang Pa Sa Dugo/Thicker than Blood*, and the movie adaptations of *Ipaglaban Mo* and *Princess Sarah*.
- ABS-CBN airs the first ever Filipino tele-movie (made-for-TV movie) shot on 16-millimeter film.
- ABS-CBN is the first Philippine media network to use a computerized weather satellite system.
- ABS-CBN is the first Philippine media network to have a full satellite transmission covering the entire mainland of the United States.

- ABS-CBN, with the UGAT Foundation, launches the annual Bayaning Pilipino Awards (renamed Gawad Geny Lopez Jr), aiming to give recognition to unheralded Filipinos (individuals, families and organization) serving their fellowmen.
- ABS-CBN capitalizes on subscription base of the newly-built cable TV company affiliate Sky Cable.
- ABS-CBN expands its global market from United States to other various parts of the world, including the Middle East, Asia-Pacific and Europe.
- ABS-CBN launches the 24-hour all-Filipino cable-satellite broadcast service by ABS-CBN International in the United States, followed by various launchings in various territories in Middle East (Dubai and Jeddah), Asia Pacific (Hong Kong) and Europe (Milan) in the next 10 years.
- Provincial radio network Amcara Broadcasting Network leased by ABS-CBN.
- ABS-CBN links up with Hughes satellite G-4 as TFC gets 25,000 paying subscribers.
- ABS-CBN gave birth to TFCKo, the Philippines' first TV network-based global IPTV service.
- ABS-CBN Sarimanok News Network (now ANC) was integrated to Windows 95 and 98 (including Plus! version) web widgets.
- DYAB 1512 Cebu, the first ever provincial AM radio station of ABS-CBN, was launched.
- **March:** ABS-CBN Telecom is incorporated in ABS-CBN's office in North America. Moreover, TFC is launched in Guam.
- **January 15:** ABS-CBN and other local TV networks join international media in covering the *Catholic Church International World Youth Day* and *2nd Visit of Pope John Paul II in the Philippines*, with special coverage rights awarded to GMA.
- **February 2:** ABS-CBN is the first Philippine media network to expand into music recording production and distribution as it incorporates the music recording company Star Records, which goes on producing the music albums of the network's artists like Pops Fernandez, Jamie Rivera, Roselle Nava, Tootsie Guevarra, Jolina Magdangal and Jeremiah, and the soundtracks of the various Star Cinema movies
- **October 20:** ABS-CBN is the first Philippine media network to have its own merchandising spin-off items in local and worldwide markets as it incorporates its merchandising arm Star Magic Incorporated (new name: ABS-CBN Creative Products), selling merchandise featuring the network's various TV shows
- **November 23:** ABS-CBN incorporates Roadrunner Network, the organization of the best Philippine post-production companies aiming to serve the needs of the advertising and film industries.

1996

ABS-CBN launches the variety show *Alas Singko Y Medya* (5:30) the first ever morning newscast/variety show running for the next decade and *Star Music Video*, featuring the music videos of the ABS-CBN stars its first telenovella or Latin American drama *Maria Mercedes* from Mexico's Televisa, starring popular Mexican TV actress *Thalia*, who gets the Best Actress Award in a Mexican TV awards festival for her portrayal in the drama series, more Latin American dramas like *Lazos de Amor* (Ribbons of Love) and *Ilusiones* (Illusions), the current affairs show *Balitang K*, cartoons such as *Double Dragon*, *Cro*, *Blazing Dragons*, *Hyperman*, *Ang Mahiwagang Kuwintas*, *Littlest Pet Shop*, *Magic Knight Rayearth*, *Conan & the Young Warriors*, the *Little Women* series, *The Slayers*, *What A Mess*, *Zenki*, *Mga Munting Pangarap ni Romeo*, *Zorro*, *Hiawatha*, *Wind in the Willows*, *Adventures of T-Rex*, *Conan-The Adventurer* and *King Arthur* and the *Knights of the Round Table*

ABS-CBN hosts the media special *The 50th Anniversary Handog Pasasalamat*, celebrating ABS-CBN's 50th anniversary as a media-communications corporation.

Events took a turn on ABS-CBN this year.

ABS-CBN Regional Network Stations begin broadcasting at 25KW and airs 2 shows on nationwide broadcast making them available to the nationwide audiences except Manila audiences. ABS-CBN RNG also launched Davao and Cebu versions of *ANG TV* and regional newscast and talk show *Banat Visayas... Sulong Mindanao!*

ABS-CBN Star Cinema presents *Madrasta/Stepmom*, *Magic Temple*, *Ama-Ina-Anak* (Father-Mother-Child), *Hangga't May Hininga/To The Last Breath*, *May Nagmamahal Sa Iyo/Someone Loves You*, *Isa...Dalawa...Takbo/One...Two...Run*, *Kung Kaya Mo...Kaya Ko Rin/If You Can Do It So Can I*, *Mula Noon Hanggang Ngayon* (Then and Now), *Sa Aking Mga Kamay/In My Hands*, *Utol/Brother*, and movie adaptations of ABS-CBN Manila shows *Mara Clara*, *Ang TV*, *Oki Doki Dok* and *Cedie Ang Munting Prinsipe*, the ABS-CBN Cebu show *Milyonaryong Mini* and ABS-CBN's radio station *DWRR-Radio Romance*.

ABS-CBN launches the nationwide FM radio network *STAR Radio*, which later became *My Only Radio For Life* (MOR For Life) ABS-CBN captures a huge 49.4% of the total advertising industry.

ABS-CBN launches its merchandising arm *Star Magic Incorporated*, thru its signature store *Studio One*. ABS-CBN, via the *ABS-CBN Foundation*, and other Philippine TV stations join the *Southeast Asian Foundation for Children's Television*, aiming to uplift standards of children's shows in the Philippines and Southeast Asia.

ABS-CBN becomes the 1st Philippine media network to be honored with a commemorative stamp by the Philippine government, in celebration of its 50 years of existence.

ABS-CBN covers the 1996 ARMM Elections and the APEC Ministerial and Economic Leader's Meeting held in Manila together with SNN and Studio 23.

ABS-CBN, via the ABS-CBN Foundation, and other Philippine TV stations joined the Southeast Asian Foundation for Children's Television, aiming to uplift standards of children's shows in the Philippines and Southeast Asia.

1st quarter: ABS-CBN's primetime shows suffer from poor Metro Manila ratings due to high Metro Manila ratings and eventual popularity of Marimar, the first Tagalog-dubbed Latin American drama from Mexico's Televisa starring Mexican TV actress Thalia, showing on RPN.

2nd quarter: ABS-CBN cuts the 1-hour TV Patrol to 30 minutes, moves its daytime drama series Mara Clara to primetime slot occupying its RPN counterpart Marimar, and premieres Maria Mercedes. In time for its 50th anniversary as a media-communications corporation, it succeeds repelling the Marimar craze as it makes Mara Clara the number 1 primetime show toppling Marimar from the top slot after 2 months and regains its primetime shows' high Metro Manila ratings and high Metro Manila audience shares.

June: ABS-CBN is the Philippine TV network with the biggest nationwide audience share of 77%, as it holds 49% audience share in Metro Manila and 81% audience share in the regions. ABS-CBN's reach expands to over 95% of the Philippine archipelago--the widest TV coverage of a TV network then.

October 12: ABS-CBN launches the UHF Channel Studio 23, making it the new home of ABS-CBN Manila's English-language shows (and later its Tagalog-dubbed cartoons). Studio 23 becomes the number 1 Philippine UHF channel in Mega Manila in 6 months and slowly being the overall number 3 channel in Mega Manila.

December: ABS-CBN Telecom launches Sarimanok One, the only rechargeable pre-paid phonecard with a rewards program for Filipinos in North America.

1996-2000

Studio 23 begins telecasting local shows like News 23 (replace News Central) and Breakfast. Other local shows premiered on the channel like Guide to Urban Living and Points of View, Other English-language local shows from other networks, like Game Plan and Travel Time move in to Studio 23.

1997

ABS-CBN reaches to 97% of the archipelago.

ABS-CBN airs the dramas Oka Tokat (I'm Afraid), Wansapanatym (Once Upon A Time), Mula sa Puso (From The Heart), Tabing Ilog (Riverbank), Flames, Calvento Files, the Bantay Bata media project and Esperanza-the highest rated local show in Philippine TV history, the foreign shows Marisol and Earth Link, the comedies Spice Boys, Kaya ni Mister, Kaya ni Misis (The Mister Can Do It...So Can the Missus), Onli in da Pilipins (Only in the Philippines), and the revived pre-1972 version of Super Laff-In, the newscast La Nina Watch due to the El Nino and La Nina climate phenomena hitting the world then, the variety show Kaybol-Ang Bagong TV, the weekly Filipino movie features Cine Fiesta and Star Cinema Presents-featuring the Star Cinema movies, the current affairs shows Assignment and Usapang Business (Business Talk) AND the talk shows Dong Puno Live and Today with Kris Aquino.

ABS-CBN airs special events this 1997.

ABS-CBN airs the Binibining Pilipinas Contest for the first time. ABS-CBN covers the rallies against the Ramos administration's plans for Charter Change. In commemoration of the 25th anniversary of the declaration of Martial Law, ABS-CBN airs the independently-produced Batas Militar-Martial Law in the Philippines.

Events take a turn for ABS-CBN this year.

ABS-CBN's DWRR changes into campus radio format catering to a wider audience. ABS-CBN Regional's 14 radio stations begin dialect-specific and local programming, boosting ratings. ABS-CBN inaugurates its regional broadcast complexes in nationwide cities such as Dagupan, Iloilo, Cebu and Davao. ABS-CBN Star Cinema opens the international movie Goodbye America in co-production with foreign filmmaker Pacific Hollywood.

ABS-CBN foundation introduces the Bantay Bata 163 division and the Bayan Microfinance project.

ABS-CBN Star Cinema releases the hits Amanos-Patas Ang Laban (Fair Fight), Ang Pulubi At Ang Prinsesa (The Princess and the Pauper), Batang PX (Amboy), Biyudo Si Daddy...Biyuda Si Mommy (Daddy is A Widower...Mommy is A Widow), "I Do...I Die...Diyos Ko Day (My God!)", "Paano Ang Puso Ko (How About My Heart?)", Lahar-Paraisong Abo (Haven of Ashes), NBI: The Mariano Mison Story, Ligaya Ang Itawag

Mo Sa Akin (Call Me Joy), Wala Ka Nang Puwang Sa Mundo (You Have No Right to Live in this World), Langit Sa Piling Mo (Heaven At Your Side), Ikaw Pala Ang Mahal Ko (So You Are My Love), Sabi Mo Mahal Mo Ako...Walang Bawian (You Said You Love Me...No Regrets), Hanggang Kailan Kita Mamahalin (When Can I Still Love You), Wanted Perfect Murder, Iskalawag-Ang Batas Ay Batas (The Law is Law), Kokey, the movie version of the Tagalog-dubbed cartoon Ghost Fighter, and the movie adaptations of Ipaglaban Mo (the second time), Calvento Files and Flames.

Studio 23 premieres foreign shows Dawson's Creek, Charmed, Oprah, Party of 5 and variety shows from cable channel MTV.

March 16: ABS-CBN launches its 2nd provincial AM radio station DXAB 1296 in Davao after 3 months of test broadcast

June: ABS-CBN is the Philippine TV network with the biggest audience share, as it holds 41% audience share in Metro Manila and 71% audience share in the regions.

November: ABS-CBN Telecom in partnership with Bayantel, announces its home country direct service called 1237-00 BayanKollect sa America.

December: Eugenio Lopez Jr. turns over the ABS-CBN chairmanship to son Eugenio Lopez III. Freddie Garcia becomes the network's president. TFC is launched in the Kingdom of Saudi Arabia with Arab Radio and Television.

1998

Nationwide TV audience is 10.6 million, with ABS-CBN as the most widely-watched network getting Metro Manila audience share of 48% and regional audience share of 98%.

ABS-CBN airs the drama shows Star Mini-Series (featuring the dramas Sa Sandaling Kailangan Mo Ako (The Moment You Need Me) and Nagmamahal Pa Rin Sa Iyo (Still Loving You), Marinella, Katapat (Your Equal: Mayor Fred Lim) and Munting Paraiso (Small Haven), the foreign shows Alondra and Cassandra the comedies Pwedeng-Pwede (Can Really Be), Tara Jing Potpot and Richard Loves Lucy, The talk shows Sharon with Sharon Cuneta, Feel At Home, Jullie and Martin Late @ Nite with Martin Nievera. the variety shows Magandang Tanghali Bayan (Happy Noontime to Our Dear Nation), Sabado Live (The Live Saturday Show), Sarap TV, Keep on Dancing and Cyberkada, the cartoons Charlotte, the Saber Marionette series, the B'TX series, Georgie, Tom Sawyer, Huck Finn, Snow White, The Musketeers, Heidi, Young Robin Hood and Tico and

Friends, the newscasts The Weekend News and Global News the current affairs shows Pipol (People), The Correspondents, Sports Unlimited and F the educational shows Knowledge Power, Math-Tinik (Smart in Math) and Epol Apple.

ABS-CBN Regional produces more regional shows such as the regional dramas Balod Ikaw Gapnod Ako and Bunga sa Patay Nga Kahoy (From Dried Wood), the regional comedies Matud Nila Baby, the regional variety shows Sabado Jam (Saturday Jam), Zambo Jambo, Awitanghalan-The Singing Contest, and the Regional Boxing Knockout.

ABS-CBN covers the media special Pagdiriwang ng Bayan (A Nation's Celebration: The Expo Filipino Inaugural Special), the grand opening of the Expo Filipino for the 100th anniversary of the Declaration of Philippine Independence.

ABS-CBN covers Halalan '98, the media coverage of the Philippine national elections that sees the win of Joseph Estrada as president, Gloria Macapagal Arroyo as vice president, and ABS-CBN news personality Loren Legarda as senator the fatal Cebu Pacific airplane crash in Cagayan De Oro

Events take a turn on ABS-CBN this year.

ABS-CBN airs 98% local programming with 200 show episodes weekly.

ABS-CBN launches the new professional basketball league Metropolitan Basketball Association (MBA), with the entire league's sports coverage airing over ABS-CBN and Studio 23.

ABS-CBN Star Cinema presents Bata, Bata Paano Ka Ginawa (How is A Child Made?), Ang Lalaki sa Buhay ni Selya (The Man in Selya's Life), Labs Kita, Okay Ka Lang (I Love You...Are Your OK?), Magandang Hatinggabi (Good Midnight), Muling Ibalik and Tamis ng Pag-Ibig (Bring Back the Sweetness of Love), "Ala Eh Con Bisoy... Hale, Hale Hoy! Laging Panalo ang Mga Unggoy", April-May-June, Birador (Sharpshooter), Dahil Mahal Na Mahal Kita (Because I Love You So Much), "Haba Baba Doo! Puti Puti Pool!", Hiling (Wish), Kay Tagal Kang Hinintay (Waiting For You So Long), Kung Ayaw Mo Huwag Mo (If You Do Not...Just Not Do), Mystrio, Nagbibinata (Adolescence),

Notoryus (Notorious), Pagdating Ng Panahon (When Time Comes), Puso Ng Pasko (Heart of Christmas), Tatlo...Magkasalo (Gathering of Three), Tong Tatlong Tatay Kong Pakitong-Kitong.

Star Cinema movies start airing in various international cable and satellite media networks.

ABS-CBN incorporates ABS-CBN Publishing, the publisher of Metro, Working Mom, TV Guide, Star Studio, Guide, Food and Pink Magazines.

ABS-CBN opens the theater operations group Cinemagica and the sing-along channel Videoke Channel.

ABS-CBN Foundation launches the Bantay Kalikasan division, as it starts collecting 5 million signatures demanding the ratification of the decade-old Clean Air Act, now a law.

ABS-CBN's Foundation-Bantay Kalikasan's Save the La Mesa Watershed Project begins reforesting the denuded 50% of the forest surrounding La Mesa Dam, Metro Manila's primary water source.

ABS-CBN gets new companion on the TV landscape--Channel 11 with ZOE Broadcasting Network of television evangelist Eddie Villanueva as owner.

ABS-CBN owns 48% audience share in Metro Manila.

February: ABS-CBN TFCDirect! makes the switch from analog to digital transmission for superior broadcast quality.

June 12: ABS-CBN covers the nationwide events of the 100th Anniversary of the Declaration of Philippine Independence.

September 14: ABS-CBN integrated news-gathering as they deployed the first-of-its-kind, the first ever news chopper Sky Patrol.

October: ABS-CBN features special plugs and programs as it celebrates 45 years as a TV company and the 45th anniversary of Philippine TV.

1999

ABS-CBN airs dramas like Judy Ann Drama Specials, Saan Ka Man Naroroon (Wherever You Are) and Labs Ko Si Babe/I Love Babe, foreign shows like Chabelita and Young Hercules cartoons such Neon Genesis Evangelion, Tenchi-Muyo, Megaman, Isami and the Men in Black animation series, the first Tagalog-language late-night newscast Pulso Aksyon Balita (Pulse: News in Action) and current affairs shows Pinoy Exposed and Loren.

Events take a turn on ABS-CBN this year.

ABS-CBN covers the cultural media special Kulturang Handog sa Bayan: Alay ng ABS-CBN at Sentrong Pangkultura ng Pilipinas (Cultural Gift to the Nation: Offering of ABS-CBN and Cultural Center of the Philippines).

ABS-CBN holds Floodwatch, the special coverage on the annual torrential floods in Metro Manila and nationwide.

ABS-CBN launches Web Patrol, the first newscast on the web in the Philippines and Asia, linking with ABC News and CNN.

ABS-CBN inaugurated its new Millennium TV transmitter at Sgt, Esguerra Broadcast Complex, a 650-foot TV transmitter tower, at that time, the world's most powerful at 120 kW of output power.

ABS-CBN successfully expands programming from 5:30am to 1:30am the next day.

ABS-CBN Entertainment opens the international movie Legacy with David Hasselhoff (of Baywatch series aired on ABS-CBN) and Donita Rose.

ABS-CBN Star Cinema presents Isusumbong Kita Sa Tatay Ko (I'll Tell That to My Father) with Judy Ann Santos and legendary Filipino movie actor Fernando Poe Jr., becoming the number 1 most widely-watched movie in Philippine cinema history then, besting the epic movie Jose Rizal. Other Star Cinema movie releases are Abel Villarama: Armado (Armed), Alyas Pogi-Ang Pagbabalik (The Return of Codename Handsome), Di Pwedeng Hindi Pwede (Should Not Be Never), Hey Babe, Isprikitik-Walastik Kung Pumitik, Kahapon May Dalawang Bata (There Were Two Children Yesterday), Mahal Na Kung Mahal (I Insist on Loving You), Soltera (Spinster), Suspek (Suspect), Tar-San, Tigasin (Hardened), "Tik Tak Toys... My Kolokotoys!", "Type Kita... Walang Kokontra!", Weder-weder Lang 'Yan (Just with the Weather) and movie adaptations of Esperanza, Mula Sa Puso, Gimik and Wansapanataym

PETA makes ABS-CBN its official drama festival station.

The State of the Vatican appoints ABS-CBN as the official station of the Catholic Church Jubilee Year 2000.

January 29: ABS-CBN incorporates ABS-CBN Interactive.

June 28: ABS-CBN reports its chairman emeritus Eugenio Lopez Jr dies from cancer.

July: Esperanza gets 58% rating for its episode, the highest rating in Philippine TV history before the Year 2000. TFC is launched in Australia as a premium channel together with Cinema One.

December 24: ABS-CBN covers the Christmas Eve Midnight Mass at the State of Vatican, starting the network's coverage of all activities of the Catholic Church Jubilee Year 2000.

December 31: ABS-CBN has 18 shows occupying the top 20 slots in the annual ratings reports.

ABS-CBN Timeline (2000-2006)

2000

- ABS-CBN launches the drama Pangako Sa'yo (My Promise To You/The Promise)-the first teleserye cinematic TV series, the comedy Arriba, Arriba! the foreign shows Rosalinda (the highest-rated foreign show of all time in Philippine TV), Camila, Nino Felipin (A Child Called Felipin), Daniela's Diary-El Diario del Daniela, Pura Sangre (Pure Hatred) and Mystic Knights of Tir Na Nog, the talk show Off the Record the current affairs shows Barangay Dos and Isyu 101 (Issues 101), the newscast ABS-CBN Headlines with main anchor Erwin Tulfo (whom Karen Davila, Pia Hontiveros and Tony Velasquez replace later), the educational show Pahina (Page) the cartoons Angie Girl, Swiss Family Robinson and Magic Girls, Studio 23 begins airing the basketball games of the University Athletic Association of the Philippines (UAAP) and foreign shows like Survivor, Spin City, West Wing, Will and Grace.

ABS-CBN airs live coverage of the events this 2000.

- January 1: ABS-CBN and other local TV networks join international media draws the biggest metropolitan and nationwide audience welcoming Year 2000, first year of the third millennium by popular belief, with a special live marathon worldwide broadcast THE GRAND ABS-CBN WORLDWIDE CELEBRATION

OF THE NEW MILLENNIUM. The network's top-rating broadcast includes 4 network-sponsored dusk-to-dawn millennium parties at Rizal Park, The Fort, Quezon Memorial Circle and Alabang Town Center and live coverage of millennium midnight celebrations all over Metro Manila, across the Philippines and around the world.

- December: ABS-CBN covers the days of the Senate impeachment trial of President Estrada via the top-rating marathon coverage *On Trial: A Nation in Crisis* with ABS-CBN anchor Tina Monzon Palma and ANC anchor Katrina Legarda, plus legal experts including Atty. Francis Escudero. ABS-CBN airs the Christmas special *A Christmas Prayer*, in relation to the country's present crises.
- ABS-CBN begins covering the turbulent events in the government's all-out war versus rebel forces in Mindanao.

Events take a turn at ABS-CBN this year.

- ABS-CBN embarks on media digitization when the network changes its corporate and present logo having the ABS on the top and the CBN in the bottom, coined as one.
- ABS-CBN was the official TV station of the Roman Catholic Jubilee Year 2000.
- ABS-CBN Star Cinema releases *Daddy O! Baby O!*, *Ex-con*, *Kahit Isang Saglit/Just One Moment*, *Minsan Minahal Kita (I Loved You Once)*, *Tunay Na Tunay*, *Gets Mo? Gets Ko! (Really Real...Get It? Got It!)*, *Tanging Yaman (Only Treasure)*, *Anak/Child*, the highest grossing Filipino movie in Philippine cinema history besting *Isusumbong Kita sa Tatay Ko*.
- ABS-CBN's Star Records launches *Himig Handog (Hymn Offering Song Fest)* competition and starts the series of the song fest awarding media specials and begins releasing the *Himig Handog* album series.
- ABS-CBN Star Records releases *Jubilaum-In The Fullness of Time* (the album for Jubilee 2000), *Ay, Ay, Ay, Pag-ibig (Hurtful Love)*, *Teen Hearts*, *On Memory Lane* and *Heart and Soul*.
- ABS-CBN's *Takbo Para sa Kalikasan* was the first run-for-a-cause program done by a TV network, in line with its network slogan, "In The Service of the Filipino", with the help of ABS-CBN Foundation. Presently, *Takbo Para Sa Kalikasan* is under the management of ABS-CBN's *Bantay Kalikasan*, with its new title "Takbo Para sa Ilog Pasig" for the rehabilitation of the Pasig River, the first media network-based run-for-a-cause program.
- **13 July** – ABS-CBN's foreign show *Rosalinda* garnered with NUTAM ratings of 69%, the highest rated Mexicanovela on Philippine TV.

2000-Present

ABS-CBN begins exporting local shows to media networks in various countries in Asia-Pacific, Africa and Latin America.

- Studio 23 begins airing the following shows and live coverage: local shows like Sports Report, Sundays for Skeptics, The Explorer (new name: Team Explorer), The Key of David and Digital Tour, foreign dramas like CSI, Charmed, Popular, Smallville, Mutant X, Las Vegas, Birds of Prey, Alias and Buffy (originally from RPN), foreign comedies like Yes Dear, Just Shoot Me, Mr. Bean, Gilmore Girls, Will and Grace and Two and A Half Men, foreign talk shows Jenny Jones, Spotlight TV and Reel Deal, live coverages of the Miss USA, Miss Universe and Miss Teen USA Pageant (from CBS), the Emmy Awards and the Grammy Awards, live coverage of basketball events in the Philippine Basketball League (PBL) and National Collegiate Athletic Association (NCAA)

2001

ABS-CBN premieres the following shows this 2001.

the comedies Whattamen, Attagirl, Mary D' Potter, Da Body and Da Guard (new name: Da Pilya and Da Pilot (The Naughty Girl and the Pilot) and Eto Na Ang Susunod Na Kabanata (Here's the Next Episode)-the revived version of Abangan Ang Susunod na Kabanata, the dramas Sa Dulo ng Walang Hanggan (Until the End of Forevermore), Sa Puso Ko Iingatan Ka (I'll Keep You Safe in My Heart), Recuerdo de Amor (Memories of Love) and Kabalikatan Loren Legarda and K2BU, the current affairs shows Balitang Kris (News with Kris Aquino), Sapul Kayo Diyan (You're Hit There), Mission X, "Verum Est: Totoo Ba Ito (Is It True?)", True Crime, "Kakasa Ka Ba/Can You Outlast?", Private Conversations with Boy Abunda and Meron Akong Kuwento (I've Got Some Story to Tell and Scandals, Intrigues, Mysteries), the variety shows Magandang Tanghali Bayan (Happy Noontime to Our Dear Nation), Sabado Live (The Live Saturday Show), Game Ka Na Ba? (Are You Ready to Game?)", the talk shows Kris and Tell and Talk TV, foreign shows Alicia and Tres Mujeres (Three Ladies), the weekly movie feature FPJ Action Cinema featuring the movies of legendary Filipino actor Fernando Poe Jr.

ABS-CBN airs media specials like Boto Mo, Kinabukasan Ko (Your Vote for My Future), the first musical special in preparation for the national elections solely produced by ABS-CBN, the series of Miss Philippines-Earth and Miss Earth pageants, the star-studded musical special Summer Sail with Pops Fernandez and the various ABS-CBN talents shot in the various local tourist places and the network's Christmas special Sama Sama Tayo Ngayong Pasko (Let's Get Together This Christmas).

ABS-CBN airs live coverage of events of 2001.

January 1: ABS-CBN airs *Countdown to 2001: The Weekend News Special Edition* with anchor Erwin Tulfo featuring New Year events in Metro Manila.

- **January 2-20:** ABS-CBN covers the final days of the President Estrada impeachment trial via *On Trial: A Nation in Crisis*, and the reprisal of the EDSA Revolution that unseats Estrada as president and makes Vice President Gloria Macapagal Arroyo the new president via the top-rating marathon broadcast *EDSA Dos*.

- **May 1:** ABS-CBN covers the *Siege of Malacanang* and the *Mendiola Riots*, days before the national elections, as it becomes victim to the rage of supporters of former President Estrada wanting to unseat President Arroyo, with P7 million pesos worth of damaged equipment and property.

- **May 14:** ABS-CBN covers the Philippine national elections that sees the win of ABS-CBN news personality Noli de Castro as senator and the senatorial candidates sponsored by President Arroyo via the marathon coverage *Halalan 2001*.
- September 11: ABS-CBN's Ces Datu, then studying at New York, breaks news of the World Trade Center Terrorist Attacks to the worldwide Filipino audiences, starting off the network's 9/11 special coverage. In response to 9/11, ABS-CBN sets up its News Bureaus in North America and Middle East, with respective heads Ging Reyes and Danny Buenafe.
- 4th Quarter: ABS-CBN begins covering post-9/11 events in countries in Asia-Pacific and Middle East. October: ABS-CBN is the first Philippine network to enter and report live from Afghanistan after the US-led coalition troops liberate the Afghans from the Taliban government in the American-led War in Afghanistan.
- November: ABS-CBN's ANC covers the funeral rites for its long-time talent-Filipino movie/TV actress Nida Blanca, whose murder is still under investigation.

ABS-CBN finished building its newest ELJ Communications Center, a 44 square meters area, 17-storey building that added more facilities to ABS-CBN.

- Events take a turn for ABS-CBN this year.
- As a new programming strategy, ABS-CBN airs the afternoon editions of *The Correspondents* and *Pipol*, with series of new current affairs shows.
- Studio 23 launches shows like the drama *Angel* and the reality show *Temptation Island*.

- ABS-CBN's Star Cinema releases Mila, "Bakit 'Di Totohanin/Why Can't You Make Your Act Real?", La Vida Rosa (The Rosy Life), "Narinig Mo Na Ba Ang Latest? (Have You Heard the Latest?) Oops...Teka Lang...Diskarte Ko 'To (Oops...Wait...It's My Game), Hostage, Trip and Bagong Buwan (New Moon).
- ABS-CBN's Star Records launches the albums Lord...Heal Our Land (in English and Tagalog) and Red Alert.
- ABS-CBN's Video-OK Channel and Pinoy Blockbuster Channel become MYX and Cinema One, respectively.
- ABS-CBN launches Text 2366, the first Philippine chat-via-text cable channel. ABS-CBN begins taping its nationwide shows from various countries outside the Philippines.

2002

ABS-CBN premieres the following shows: local dramas Kay Tagal Kang Hinintay (The Long Wait/Long Have I Waited for You) and Bituin (Star), the comedies OK Fine Whatever and Klasmeys/Classmates, the talk show Morning Girls, the newscast Dong Puno Tonight with the returning Atty. Dong Puno, foreign shows Alias (which transfers to Studio 23), Night Visions, Eco Moda (sequel to the worldwide hit Latin American drama Yo Soy Betty La Fea (Betty The Ugly One) airing on GMA), Wheels of Love (Subete A Mi Moto), Cristina, Paloma, Romantica-Romantica Obsesion (Obsessed Romantic), Nunca Te Olvidare (I Will Always Love You) and Daniela and the current affairs show Willingly Yours and Etcetera

ABS-CBN begins airing specials this year.

- the cause-oriented special *Children-Peace-Hope*
- the cause-oriented and award-winning *One Night with Regine Velasquez for Bantay Bata*
- the award-winning Christmas special *Isang Pamilya Isang Puso Ngayong Pasko/One Family One Heart This Christmas*, the first Christmas special broadcast over ABS-CBN's TV, radio and internet platforms

ABS-CBN airs the special coverage of events this 2002.

- **January 1:** ABS-CBN airs the New Year midnight show *Countdown2002* with Mari Kaimo and Karen Davila as hosts featuring the live New Year celebrations in Metro Manila and around the Philippines.
- **April:** ABS-CBN breaks news from Palawan of the death of its talent--popular actor/host/comedian Rico Yan--then covers the mourning rites and the funeral rites via *Paalam Rico, Mahal Naming Kapamilya/Goodbye Rico, Our DearFamily Member*.

Events take a turn for ABS-CBN this year.

- ABS-CBN begins the tradition of airing the star-studded plugs for *Summer Season* (*Ang Saya ng Summer/Summer is Fun* for 2002) and *Christmas Season* (*Isang Pamilya Isang Puso Ngayong Pasko/One Family One Heart This Christmas* for 2002).
- ABS-CBN airs the plug for the *Rainy Season 2002*.
- Studio 23 airs reality-based variety shows *The Next Joe Millionaire*, *Top Gear*, *The Bachelor* and *The Bachelorette*.
- ABS-CBN's Star Cinema releases the movies *Got 2 Believe*, *Dekada '70/The 1970's*, *Kailangan Kita/I Need You*, *Jologs*, *Nine Mornings*, *Forevermore*, *Videoke King*, *Kung Ikaw Ay Isang Panaginip/If You're Just A Dream*.
- ABS-CBN's Star Records sells albums like *Seasons* (by Jamie Rivera), *Transitions* of Carol Banawa, *Buhay Jazz*, *Mass for Peace* and *Children-Peace-Hope*.
- ABS-CBN Middle East Bureau opens, with Danny Buenafe as Bureau Head.
- ABS-CBN North America Bureau opens, with Ging Reyes as Bureau Head.
- ABS-CBN's *Alas Singko Y Medya* transforms to *Magandang Umaga Bayan/Good Morning to Our Dear Nation* with Julius Babao, Cheryl Cosim, Erwin Tulfo, Pia Guanio and Bobby Yan as main hosts plus Edu Manzano, Cheri Mercado, Tintin Bersola, Amy Perez, Nina Corpuz and Bernadette Sembrano as additional hosts.
- ABS-CBN Foundation-Bantay Kalikasan's newest project *Bantay Usok/Smoke Belch Watch* opens.
- **May:** ABS-CBN Middle East reports on the escalating conflict in the Middle East-the precursor to the 2003 war in Iraq.
- **4th Quarter:** ABS-CBN North America reports exclusives on the families of Filipino-American soldiers affected on the impending war in Iraq.
- **October 4:** ABS-CBN airs the breast cancer awareness/prevention telethon *Ang Hinaharap/The Future* over Studio 23 with Korina Sanchez as project director, raising P3 million in funds for the Philippine Breast Cancer Network.

2003

ABS-CBN premieres new shows like

- dramas like *Berks* (Filipino slang for *Barkada/Gang*), *Darating Ang Umaga* (Morning Comes), *Basta't Kasama Kita/Whenever I'm With You*, *Sana'y Wala Nang Wakas/Timeless/Hope There's No End, It Might Be You*, "*Tara Tena* (Come On! Let's Go!)" and the TV adaptation of the Star Cinema movie *Tanging Yaman*
- comedies "*Bida Si Mister...Bida Si Misis (The Mister is the Boss...The Missus is Also the Boss)*" and the box office hit movie turned top rater TV show *Ang Tanging Ina/No Ordinary Mother*
- talk shows *Teysi*, *Showbiz Sabado (Showbiz Saturday)* and *Dong Puno Live*
- variety shows *Star in A Million* (originally a segment in *ASAP Mania*) and "*Next Level Na! Game Ka Na Ba? (It's the Next Level! Are You Game?)*"
- the newscast *Insider*
- educational show *Chicken, Pork, At Iba Pa* (Chicken, Pork and Others) (with new name *Kumikitang Kabuhayan* (Profitable Business))
- current affairs shows *Private I*, *Kontrobersyal* (Controversial),

- cartoons like *Cooking Master Boy*, the *Crush Gear* and *Bey Blade* series, *Yugi-Oh*, *Maggie*, *Rolie Polie Olie* and *Rainbow Fish*
- the *Meteor Garden* series (*Meteor Garden 1*, *Meteor Rain* and *Meteor Garden 2*)- the first daily Chinese drama-comedy and the first daily Asian drama that set the trend of Asian dramas and Asian drama-comedies on Philippine TV
- more foreign shows like *Gata Salvaje*, *Solita Mi Amor* (La Revancha), *Girls Marching On*, *Por Ti* (For You) and *Luisa* (La Hija de Jardinero), *Love Scar*, *Eternity-A Chinese Ghost Story*, *100 Deeds for Eddie McDowd*, the 24 drama series and the record-breaking Latin American drama *Altagracia/La Mujer de Judas*

ABS-CBN introduces programming changes in 2003.

- *ASAP* becomes *ASAP Mania* still hosted by Martin Nievera and Zsa Zsa Padilla with new recruits including Kuh Ledesma and Gary Valenciano.

- Willie Revillame's *Willingly Yours* morphs to *Simpleng Hiling* (Simple Wish) with Karen Davila.
- *Morning Girls* becomes *Morning Girls with Kris and Korina* with Kris Aquino and Korina Sanchez.
- *Magandang Tanghali Bayan* becomes *Masayang Tanghali Bayan/Merry Noontime* with hosts--returning Willie Revillame, Randy Santiago, John Estrada, Aiai delas Alas and Bentong with new recruits Mickey Ferriols, Tado, Jaboom Twins, Cindy Kurlito, Aubrey Miles, Angelica Jones, Mahal and Mura.
- *Home Along da Riles* becomes *Home Along da Airport*, still starring Dolphy, Nova Villa and the stars dubbed as the Cosme Family, with new faces like Camille Pratts, Long Mejia, Dennis Padilla and Aubrey Miles.
- ABS-CBN revives *Dong Puno Live* still with Atty. Dong Puno with new co-host Doris Bigornia.
- ABS-CBN revives *Assignment* as *Special Assignment* with hosts Luchi Cruz-Valdez, Henry Omega Diaz, Julius Babao and Connie Sison.

ABS-CBN introduced the special plugs like

- the plugs for the 50th Anniversary of Philippine Television and ABS-CBN Television
- the traditional Christmas Plug for 2003

ABS-CBN airs well-loved specials this 2003 like

- the series of specials on the stars of the phenomenal Asian drama-comedy *Meteor Garden* series and their visits to Manila
- *Sunday Golden Specials*, the series of specials in celebration of the 50th Anniversary of Philippine Television and ABS-CBN Television
- *Happy 50 TV: The Concert*, the TV special on the concert in celebration of the 50th Anniversary of Philippine Television and ABS-CBN Television featuring the ABS-CBN stars with the cast of the *Meteor Garden* series
- *The ABS-CBN 2003 Year-End Report*, the TV special on the historic events of 2003 hosted by Atty. Dong Puno and Tina Monzon Palma
- the musical special *Lagi Kitang Naaalala* (Always Remembering You)

ABS-CBN also had live coverage of national events of 2003.

- **January 1:** ABS-CBN holds the special New Year broadcast *Countdown to 2003* hosted by Ces Drilon at The Fort and Atty. Dong Puno at Quezon Avenue, featuring special year-end reports and New Year celebrations in The Fort and Quezon Avenue and various cities in the Philippines and worldwide.
- **Late January:** ABS-CBN reports on the celebration of the *4th World Meeting of Families in Manila* where Pope John Paul II, instead of attending the event due to illness, gives a live message from Rome to the delegates in Manila.
- **February:** ABS-CBN becomes the one and only Philippine broadcaster to send its news team to the city of Baghdad in Iraq before, during and after the American-led war on Iraq of 2003 for its coverage *Attack sa Iraq*. The ABS-CBN Baghdad News Team with the ABS-CBN Bureaus in North America and Middle East work alongside with media giants CNN, CBS and Reuters. Among the news

- personalities sent to the Middle East were *TV Patrol's* Henry Omega Diaz and *The Correspondents'* Ed Lingao.
- **3rd Quarter:** ABS-CBN reports on the controversial sexual harassment case on Catholic bishop Teodoro Bacani and its eventual dismissal.
 - **July:** ABS-CBN covers the Oakwood Mutiny, the mutiny of junior military officers against the government taking place in Oakwood Hotel in Metro Manila in the media broadcast *Coup Alert: The Oakwood Mutiny*.

Events take a turn for ABS-CBN this year

- During the 50th anniversary of the network, ABS-CBN launches its newest catchphrase "Kapamilya"
- ABS-CBN launches the Pinoy Central Television Channel, the international Filipino channel featuring regional shows, sports events and live coverage of regional events.
- ABS-CBN became the only Philippine broadcaster to send its news team to the city of Baghdad, Iraq before, during and after the American-led war on Iraq.
- ABS-CBN begins offering TFC to worldwide Filipino communities as a multi-media package called TFC Bundle, combining 2 radio stations (DZMM and DWRR) and 4 TV stations (TFC Main, ANC, Cinema One and Pinoy Central Television) in one subscription.
- ABS-CBN's Star Cinema screened *Till There Was You*, *Ngayong Nandito Ka/Now You're Here*, *My First Romance*, *Mister Suave* and *Ang Tanging Ina/No Ordinary Mother*, grossing to P178 million-the biggest in Philippine movie history-and adapting it to TV.
- ABS-CBN gets its first award from the Komisyon ng Wikang Filipino (Filipino Language Commission) for its wide use of the Filipino language in all its shows.
- ABS-CBN's Star Records releases albums like the rosary-themed *Awit sa Ina ng Santo Rosaryo* (Ode to Our Lady of the Most Holy Rosary) and *Only Selfless Love* (the soundtrack of the 4th World Meeting of Families in Manila).
- **January:** ABS-CBN begins its year-long 50th Anniversary in Philippine Television and 50th Anniversary of Philippine Television. It begins series of parties welcoming back all past and present ABS-CBN stars, personalities, executives and employees, including the Father of Philippine Television James Lindenberg.
- **February:** Most of ABS-CBN's shows are simulcast via Studio 23--the first local media network to attempt such.

- **May:** ABS-CBN airs special features in memory of Rolly Cruz (born 27 October 1937), pre-1972 ABS-CBN employee and post-1986 ABS-CBN executive, who dies. ABS-CBN broadcasted its first Asianovela, the phenomenal Meteor Garden, starring Taiwan's F4 and Barbie Xu. Meteor Garden was also dubbed and garnered the highest rated Asianovela in the Philippine TV history, with 63.8% on the NUTAM.
- **October:** ABS-CBN celebrates 50th Anniversary of Philippine Television and ABS-CBN Television via the media network extravaganza *Kapamilya (The Family): ABS-CBN @ 50* featuring all ABS-CBN talents past and present and with all of the Philippines' well-known personalities in attendance.

2004

ABS-CBN airs the following shows:

- dramas like *Marina*, *"Nginig! (Shivers!)"*, *"SCQ Reload OK Ako! (I'm OK!)"*, *Hiram (Borrowed)*, *Maid in Heaven*, *Krystala*, *Spirits*, *"Mangarap Ka! (Dream On!)"*, *Sarah The Teen Princess*, and *Seasons of Love*
- comedies *Yes Yes Show* and *Pirated CD: Celebrity Disguises*

- talk shows *Y Speak*, *Morning Star*, the revived pre-1972 *Impact* now as *The 2004 Edition*, *Showbiz Number 1* and *Lukso ng Dugo* (Blood Ties)
- variety shows *ASAP Fanatic*, *Born Diva*, "*Pilipinas, Game Ka Na Ba?*", *To the Max*, *Trip Kita-You're My Trip* (Type of A Mate) and *Star Circle Quest* (some of them reality-based in response to GMA's reality-based shows)
- the daily Filipino movie feature *Kapamilya Cinema* (Family Cinema)
- cartoons like *Madeline*, *Gundam Seed*, *Naruto*, *Mister Bean*, *Cyborg 009*, *Fairy Tale Police Department*, *Winx Club*, *Dear Boys*, *Enchanted Tales*, *Tokyo Underground*, *Funtastic Tales*, *Totally Spies*, *Get Backers*, *Fruit Basket*, *Duel Masters*, *Hana Yori Dango/Boys and Cakes Are Better Than Flowers* (the cartoon from the comics of the same name-the origin of the Meteor Garden series) and the worldwide hit computer game turned cartoon *Ragnarok The Animation*
- newscasts *TV Patrol Sabado/TV Patrol Saturday* and *TV Patrol Linggo/TV Patrol Sunday*
- current affairs shows *Salamat Dok* (Thanks Doctor), "*Rated K-Handa Na Ba Kayo?* (Are You Ready?)", "*Hoy Gising Kapamilya!/Wake Up Family!*"

- educational shows *Art Jam*, *SILIP: Sining sa Lipunan* (Art in Society) and *Bear in The Big Blue House*
- foreign shows like *The Truth* (the network's first K-Drama/Korean Drama), *Westside Story*, *Isabella/Isabella Mujer Enamorada* (Isabella: A Woman in Love), *Love in the City/Rich Boy Talented Girl*, *Four Sisters*, *The Promise-Amor de Tarapaca* (Love in the Vineyards), *Masked Rider Ryuki*, *Power Rangers Wild Force*, *Incredible Story Studio* and *Lovers in Paris*
- the Asian drama anthology *Sandara's Romance*-a first in Philippine TV-with Sandara Park and featuring the Korean drama *Sunshine of Love/Shining Days* and the Chinese dramas *Fantasy*, *First Love*, *Feel 100%* and *Farewell Firefly* (2005).
- ABS-CBN introduces programming changes this 2004.
- *Feel at Home with Charlene* morphs into *At Home Ka Dito/At Home Here* still with Charlene Gonzales and (in 2005) *Star Circle Quest* discoveries and co-hosts Joross Gamboa and Roxanne Guinoo.
- *Morning Girls with Kris and Korina* becomes *Good Morning Kris* with Kris Aquino going solo *Saya!/Happy Noontime-What Joy!* with Edu Manzano, Aiai delas Alas, Mickey Ferriols and new recruits Arnel Ignacio and the Viva Hot Babes.

- ABS-CBN revives the phenomenal *Star Circle Quest* as top-rating *Star Circle National Teen Quest*, making all its finalists including Paw Diaz, Aaron Villaflor and Grand Questor Erich Gonzales (formerly Erich Gancayco) as household names.
- *Victim* becomes the Victim daily reality show series *Victim Extreme*, *Victim Undercover* and *Undercover*, still with Carlos Agassi as host.
- The top-rating *TV Patrol* transforms into the top-rating *TV Patrol World*, with Julius Babao still as anchor, adding Karen Davila and Ted Failon with co-anchor Nina Corpuz (whom Marie Lozano and new recruit Phoemela Baranda replaces). Henry Omega Diaz and Ces Drilon still act as anchors to the weekend editions of *TV Patrol World*. Bernadette Sembrano replaces Ces, who becomes the co-anchor of Atty. Dong Puno in *Insider* in 2005.

ABS-CBN premieres the following shows on Studio 23, like

- *Wazzup Wazzup*, the 1st daily youth-oriented comedy newscast on Studio 23 with anchors Vhong Navarro, Drew Arellano (with replacement Archie Alemania) and Toni Gonzaga (who enters ABS-CBN in 2005)
- *Nginig The Hidden Files* (Nginig: Paranormal Investigations), the extension of ABS-CBN's *Nginig*, with hosts Spencer Reyes, Jhong Hilario, Danilo Barrios and Nico Manalo
- the lifestyle shows *In Fitness and in Health* and *The Good Life with Cory Quirino*
- the game show *Techno Wars* and *Fight Box*
- the reality shows *Playing It Straight*, *The Swan* and *America's Next Top Model*
- cartoons like *Xiaolin Showdown* and *Teen Titans*

ABS-CBN showcases its plugs for 2005.

- **January 1:** ABS-CBN premieres the "*Sabay Tayo Kapamilya! (Let's Do It Together) with the Family!*" plug within the Countdown 2004 broadcast.
- **March:** ABS-CBN premieres the plug "One Philippines: *Sabay Tayo Pilipinas! (Let's Do It Together Philippines!)*" for ABS-CBN Regional and the "*Sabay Summer Tayo Kapamilya/Let's Do It This Summer with the Family!*" plug for Summer 2004.
- **April:** ABS-CBN premieres the new plug for TFC in celebration of its 10th anniversary.
- **December:** ABS-CBN premieres its new station plug for Christmas 2004: "*Sabay Tayo! Maligayang Pasko, Kapamilya! (Let's Do It All Together! Merry Christmas to the Family!)*"

ABS-CBN airs media specials for Filipino audiences this 2004.

- *Dare for More*, the TV special on the recent Pepsi commercial by F4 band member and *Meteor Garden* star Jerry Yan
- *Papogi/Grooming: The Imaging of Philippine Presidents*, the documentary on the Philippine National Elections hosted by award-winning writer-director Jose Javier Reyes
- *Limang Kandidato...Isang Palasyo* (Five Candidates...One Palace), the documentary on the ABS-CBN marathon coverage *Halalan 2004* hosted by Atty. Dong Puno and the ABS-CBN newscasters and reporters
- *Andrea Bocelli Live in Manila*, the concert of internationally-acclaimed tenor Andrea Bocelli
- *Atletang Pinoy* (The Filipino Athlete), the documentary in salute to all Filipino athletes, especially the local participants in the 2004 Athens Olympics
- *When You Wish Upon A Star*, the Christmas variety show with the *Star Circle Quest* and *Star Circle National Teen Quest* finalists

- *"Hataw Na Pasko Na! (Let's Dance! It's Christmas!)"*, the variety show with the ABS-CBN Star Records talents
- *Christmas with the Champions*, the documentary-variety show featuring the Kapamilya Singing Champions (Sarah Geronimo, Mark Bautista, Erik Santos, Sheryn Regis, Christian Bautista, Frenchie Dy, Rachelle Ann Go and Raymond Manalo) with the ABS-CBN newscasters
- *8 Films of Christmas*, the documentary-talk show featuring the Metro Manila Film Festival 2004 with hosts Carlos Agassi and new recruit Phoemela Baranda
- the Christmas concert *Lea Salonga: Home for Christmas*
- the New Year documentary *"Kumusta Ka Na? Kaya Pa Ba?/How Are You? Can You Still Manage It?"*
- the network's Christmas Extravaganza *"Sabay Tayo Kapamilya!"*

ABS-CBN airs live coverage of the events this 2004.

- TFC has 1.6 million subscribers to date.
- **January 1:** ABS-CBN broadcasts *Countdown 2004*, the special coverage on the entrance of Year 2004 in the Philippines and worldwide, with anchors Henry Omega Diaz in Quezon Avenue and Karen Davila at Malate Church in Manila. Coverage includes the midnight fireworks show in Quezon Avenue and the midnight celebrations in various parts of the Philippines and the world.
- **April:** TFC celebrates its 10th anniversary with the special live simultaneous broadcast of *ASAP Mania* in the ABS-CBN Studios in the Philippines and in San Francisco, United States.

- **May:** ABS-CBN holds *Halalan 2004*, the all-media marathon broadcast on the 2004 Philippine national elections seeing the victory Gloria Macapagal Arroyo over Fernando Poe Jr as President of the Philippines and ABS-CBN newscaster Noli de Castro over fellow ABS-CBN newscaster Loren Legarda as Vice President.
- **June 30:** ABS-CBN airs *Ang Panunumpa* (The Oath-Taking), the marathon coverage of the inauguration of Gloria Macapagal Arroyo as President of the Philippines and of Noli de Castro as Vice President in Cebu City. [This is the first time a Presidential Inauguration takes place outside Manila.]
- **August 14:** ABS-CBN becomes 1st Philippine media network to broadcast live nationwide and worldwide the regional fiestas, as it broadcasts "*Du-Aw Dabaw* (Let's Go Davao!)", its live nationwide-worldwide coverage of the Kadayawan Festival 2004 in Davao City via Studio 23 and ABS-CBN International. Live nationwide-worldwide regional fiestas coverage follows in places as Cebu, Iloilo, Baguio and other cities.
- **October:** ABS-CBN holds the grand live worldwide broadcast of the 10th anniversary of its Sunday noontime show *ASAP*.
- **November-December:** ABS-CBN covers the tragedy of the typhoons hitting Luzon and helps out the typhoon-devastated families via the ABS-CBN Foundation project Sagip Kapamilya.

- **December 15:** ABS-CBN covers the death of Fernando Poe Jr, and holds the marathon broadcast of FPJ's funeral entitled *Paalam Da King*.

Events took a turn on ABS-CBN this year.

- ABS-CBN Star Cinema screens the movies *Otso-Otso...Pamela-Mela Wan*, *All My Life*, *Now That I Have You*, *Feng Shui* and *B-Cuz of U*.
- The TFC bundle has the Living Asia Channel as its additional channel.
- ABS-CBN's official 50 Years Station ID won an Award for Excellence in the 2004 Golden Quill Festival.
- **January:** GMA challenges ABS-CBN in daytime Mega Manila ratings.

- **February:** ABS-CBN begins the text promo for the ending of *Sana'y Wala Nang Wakas*. ABS-CBN airs special features on Frankie Evangelista (born 24 July 1934), executive producer of pre-1972 ABS-CBN shows and one of the anchors of *TV Patrol* and ANC broadcasts, who dies.
- **April:** Worldwide Filipino audiences watch the *Meteor Garden* series aired on Pinoy Central Television Channel.
- **July:** ABS-CBN becomes the first TV network to broadcast the 2 historic finales of *Sana'y Wala Nang Wakas* on Channel 2 and on DZMM.
- **August:** *Maalaala Mo Kaya* airs in a TV network in Brunei.
- **September:** ABS-CBN broadcasts the live ending of *Basta't Kasama Kita* in Rizal Park in Manila.
- **November 19:** Korina Sanchez anchors the news for the last time on *TV Patrol* to make way for *TV Patrol World*.
- **December:** ABS-CBN becomes the number 2 TV network in Mega Manila at 39% audience share versus GMA's 41%, after reigning supreme as the number 1 TV network since 1988 in the ratings reports of AGB and NMR. ABS-CBN sees

hidden victory in GMA: former ABS-CBN employees are staff of most GMA shows with former ABS-CBN personalities (like Mel Tiangco, Michael V and Angel Locsin) as the shows' leads.

- ABS-CBN struggles to regain Mega Manila supremacy even as it remains dominant still in all timeslots in the provinces and in worldwide Filipino audiences.

2005

ABS-CBN is the channel for the shows in 2005.

- comedies like *Goin' Bulilit* (Kids on the Go), *Bora*, *Quizon Avenue*, *My Juan and Only*, *"Kaya Mo Ba 'To? (Can You Handle That?)"*
- dramas like *Kuya*, *Pinoy Big Brother* (Big Brother Philippines), *Till Death Do Us Part*, *Mga Anghel na Walang Langit* (Angels with No Heaven), *Ikaw Ang Lahat*

Sa Akin (You Are My Everything), *Kampanerang Kuba* (The Hunchback Bell-ringer Beauty), *Panday* (The Swordsman), and *Vietnam Rose*

- foreign shows *Mister Bean Live*, *Farewell Firefly*, *Rubi*, *Save the Last Dance for Me*, *Power Rangers Ninja Storm*, *Memories of Bali*, *Stained Glass*, *Pasion de Amor/Passions of Love-Pasion de Gavilanes/Passions of the Hawks*, *"Oh! Feel Young!"*, *Green Rose*, *Little Amy (Amy La Nina de la Mochilla Azul)*, *The 101st Proposal*, *Dos Amores (Two Lovers-Amor Descarado)*, *Only You* and *Amazing Twins*
- current affairs shows *Vid Joking*, *Isyu: Ang Pangulo* (Issues on the President--The Special Edition), *SOCO (Scene of the Crime Operatives)* and *Payong Kapatid* (Family Advice)
- the weekly Asian film feature *Kung Fu Fight Nights*
- the variety shows *Kamao-Matira Matibay* (Fist Fight-Who Dares Wins), *Q-pids*, *Close Up to Fame- The Search for the Next Close Up Couple*, *M.R.S. (Most Requested Show)*, *Wowowee*, *Star Dance*, *Makuha Ka Sa Tikim/You're Caught by Taste*, *Little Big Star*, *"Pasko Na! Game Ka Na Ba? (It's Christmas Time! Are You Game?)"*, and *Pinoy Big Brother Yes or No*
- the talk shows *Home Boy*, *Perfect Moments* and *Pinoy Big Brother Buzz*

- the educational show *Barney and Friends*
- various cartoons like *Gate Keepers*, *His and Her Circumstances*, *Mission Odyssey*, *Angelic Layer*, *Mister Surprise*, *Shadow of the Elves*, *Bey Blade V-Force*, *The Fairy Taler* (in celebration of Hans Christian Andersen's 200th Birthday) and the Disney cartoon *Lilo and Stitch*

ABS-CBN introduces programming changes this 2005.

- *ASAP Fanatic* becomes *Fanatic All-Stars* which was then reverted back to its original title
- *Star in A Million* becomes *Search for the Star in A Million*, with the Kapamilya Singing Champions as hosts and producing new Kapamilya Singing Champions (Nikki Bacolod, Jerome Sala, Mabel Bacusmo, Jimmy Marquez, Tata Villaruel and Kris Lawrence).

- ABS-CBN transforms *OK Fine Whatever* to *OK Fine 'To Ang Gusto Niyo/You Asked for It*, with additional artists Dagul and Mariel Rodriguez and *Star Circle National Teen Quest* discoveries Erich Gonzales and Aaron Villaflor.
- ABS-CBN transforms "*SCQ Reload OK Ako!*" to "*SCQ Reload Kilig Ako!/I'm In Love!*", introducing Sarah Geronimo and Japoy Lizardo.
- ABS-CBN transforms *Star Cinema Presents* to *Sabado Movie Greats*.
- ABS-CBN transforms *Magandang Umaga Bayan* to *Magandang Umaga Pilipinas* (Happy Mornings Philippines), still with Julius Babao and Christine Bersola-Babao as main hosts with a new lineup of segment hosts including Bernadette Sembrano, TJ Manotoc, Ryan Agoncillo and Bianca Gonzales.
- *Yes Yes Show* becomes *Yes, Yes Show Ang Lakas* (So Strong), adding more stars like Smokey Manoloto and *Wowowee* discovery Janelle Jamer to the Yes, Yes Tropa led by Bayani Agbayani and Vhong Navarro.
- *EK Channel* becomes *Entertainment Konek (ETK)/Entertainment Connections*, with hosts Angelika dela Cruz, Dominic Ochoa, John Lapuz and Ogie Diaz with new recruits Aiai delas Alas, Toni Gonzaga, Derek Ramsey and movie writer-director Jose Javier Reyes.

- *Y Speak* moves into Studio 23, with Ryan Agoncillo and Bianca Gonzales retained, and introducing new recruits Patricia Evangelista.
- ABS-CBN's fantasy-drama *Spirits* re-airs Studio 23.

Shows are launched on Studio 23 and other media channels of ABS-CBN.

- Internationally popular dramas *Lost*, *Sin City*, *Life as We Know It*, *Jack and Bobby*, *Tru Calling*, *Point Pleasant* and *Andromeda* air on Studio 23.
- *Desperate Housewives*, the hit American drama starring Teri Hatcher (also known as Lois in *Lois and Clark: The New Adventures of Superman*), airs on Studio 23.
- Studio 23 airs *Joey*, the NBC sitcom with Matthew Le Blanc of NBC's *Friends*.

- Studio 23 airs reality-based shows like *Rebel Billionaire: Branson's Quest for the Best*, *Expat Challenge*, *The Contender* and *Mister Personality* hosted by Monica Lewinsky.
- *Barkada Trip*, the locally-made short-length cartoon series, premieres on Studio 23.
- *The X-Files*, the foreign show from RPN, airs on Studio 23.
- Studio 23 airs *News Central Morning Edition*, the morning newscast hosted by Marieton Pacheco
- ABS-CBN revives the show *Viewpoint*, the current affairs show hosted by Atty. Dong Puno on ANC.
- Korina Sanchez returns as the newscaster this time on *Tonight on ANC with Korina Sanchez*.
- ABS-CBN airs *Kuwentong Disyerto* (Desert Stories), the current affairs show for Middle East Kapamilyas with hosts Connie Sison and TJ Manotoc over TFC and ANC

ABS-CBN showcases its plugs for 2005.

- **March 13:** ABS-CBN airs *Iba Ka-Summer ang Kapamilya* (Family as No Ordinary Summer Mate): *The ABS-CBN Summer 2005 Station Plug*.
- **June 13:** ABS-CBN airs *Bawat Pinoy Kapamilya* (Every Filipino as Family) as thanksgiving to Filipino audiences who support ABS-CBN and whom ABS-CBN serves for the past 59 years.
- **December:** ABS-CBN airs *Magpasaya ng Kapamilya* (Cheering the Family) for the Christmas Season 2005.
- ABS-CBN airs media specials for Filipino audiences this 2005.

- **January 1:** ABS-CBN airs *Diyes Is It*, the New Year special featuring the top 10 news stories, the top 10 showbiz tidbits and the top 10 songs of 2004.
- **January 15:** ABS-CBN airs the special *Wish upon a Mega* with host Sharon Cuneta, returning from her maternity leave and after giving birth to her third daughter Miel.
- **January 28:** ABS-CBN airs the top-rating *Farewell Lovers: A Lovers in Paris Special*, hosted by Sandara Park and Hero Angeles and featuring never-before-seen videos from SBS (the Korean broadcaster which aired *Lovers in Paris*) and the exclusive interview of the *Paris* artists Kim Eun Jung (*Paris'* Vivian) and Park Shin Yang (*Paris'* Carlo) by Korina Sanchez in Taiwan.
- **June 26:** ABS-CBN holds the first worldwide broadcast of the *56th FAMAS Awards* (Philippine version of the Academy Awards)
- **December:** ABS-CBN airs the Christmas special *Magpasaya ng Kapamilya* (*Cheering the Family*) and the year-ender *Bagong Taon Bagong Buhay* (New Year, New Life).

ABS-CBN airs live coverage of the events this 2005.

- **January 1:** ABS-CBN welcomes Year 2005 with the special New Year broadcast *Countdown 2005*. Anchors Connie Sison, Erwin Tulfo, Gus Abelgas and Bernadette Sembrano headline the broadcast, consisting live coverage of New Year events around Metro Manila and the Philippines and the live New Year countdown at Ayala Center in Makati City.
- **February 14:** ABS-CBN covers the gory events surrounding the simultaneous bombings in Makati, Davao and General Santos.
- **March 7-13:** ABS-CBN Cebu breaks news on the *Cassava Cake Poisoning Tragedy*, in which scores of children in Bohol are poisoned after eating the poisoned cassava cakes during their school recess, and begins the ABS-CBN media coverage on the incident.
- **March 14:** ABS-CBN holds special broadcasts on the standoff of military and rebel prisoners at Camp Bagong Diwa in Taguig, from the hostage taking to the return of military control at Bagong Diwa.
- **April 3:** ABS-CBN is the first Philippine media network to report on the passing of Pope John Paul II.

- **April 8:** ABS-CBN covers the funeral of Pope John Paul II via the top-rating marathon worldwide broadcast *Paalam Ama Mula Sa Bayang Minamahal Mo* (Farewell to Our Holy Father from Your Beloved Nation), with Korina Sanchez and Atty. Dong Puno in Manila, and Julius Babao and Karen Davila in Rome. Days later, ABS-CBN broadcast to Filipino audiences the historic papal election of Joseph Cardinal Ratzinger, taking Pope Benedict XVI as a new name.
- **June:** ABS-CBN covers the political events surrounding President Gloria Macapagal Arroyo--from "Hello Garci" and alleged stories of bribery of militia and election officers to the Manila street protests and the Congress investigation and junked impeachment complaint--via the cross-media coverage *Isyu: Ang Pangulo* (Issues on the President). It becomes the first to report and broadcast the "Hello Garci" audios, the first to interview jueteng gambling game payola witness Sandra Cam and the first to interview controversial media-elusive election officer Virgilio "Garci" Garcillano.
- **June:** ABS-CBN is the first to report on the passing of Manila Archbishop Jaime Cardinal Sin. ABS-CBN covers the funeral of Cardinal Sin one week later.
- **July:** ABS-CBN reports President Arroyo admitting as the female voice in the Hello Garci tapes.
- **September:** ABS-CBN North America posts reports on the tragedies of Hurricane Rita and Katrina in the United States.

- **November:** ABS-CBN is the first to report on the crowning of Precious Lara Quigaman, the first Filipina to win in the Miss International Pageant in Japan.
- **November 27-December 5:** ABS-CBN covers the Philippines playing host to the *23rd Southeast Asian Games*, as the games are hosted all over the country.

Events took a turn on ABS-CBN this year.

- ABS-CBN's Star Cinema continues to churn out blockbusters like *Dreamboy*, *Can This Be Love*, *Nasaan Ka Man/Where You Are*, *D' Anothers* and *Dubai*.
- ABS-CBN goes full-blast with live broadcasts of its shows via TFC in the Asia-Pacific Region.
- ABS-CBN Europe Bureau opens with Danny Buenafe (formerly of ABS-CBN's Middle East Bureau) as Head. ABS-CBN Manila's Dindo Amparo becomes head of ABS-CBN Middle East Bureau.

- ABS-CBN re-upgraded its transmission capacity of the ABS-CBN Millenium Tower into a very high capacity of 346.2 kilowatts, resulting in an even clearer signal in Metro Manila.
- **January:** ABS-CBN announces the launch of 30 new shows for the first 3 months of 2005 in a special feature entitled *The 1st Quarter Blast*. It welcomes back Maria Ressa, one of the hosts of ABS-CBN's *Probe* (Probe Team-GMA/ABC) as training consultant for the Integrated News and Current Affairs Organization, after her years-long stint as Bureau Chief for CNN in Manila and Jakarta.
- **March:** ABS-CBN airs special broadcasts of its local shows for the Holy Week.
- **April 1:** ABS-CBN gets mixed feedback from its *1st Quarter Blast* campaign.
- **April 23:** ABS-CBN bags exclusive rights to cover the Filipino team's expedition to Mount Everest in the year 2007.
- **May 1:** ABS-CBN holds special outdoor broadcasts of its shows outside Metro Manila, starting with Cebu. Outdoor broadcasts of ABS-CBN shows are done weeks later in Iloilo, Bacolod and Davao, plus other key cities in the Philippines. Most outdoor broadcasts win big in attendance and viewership.

- **May 2:** ABS-CBN hosts the first joint morning broadcast outside Metro Manila-"*Magandang Umaga Bai, Breakfast Kita!*" and premieres the first regional Cebuano-language news-variety show *Maayong Buntag Cebu* over ABS-CBN's Visayas stations and inspired a series of morning shows on ABS-CBN Regional Networks.
- **May 9:** ABS-CBN re-airs and replicates the success of the *Meteor Garden* series (*Meteor Garden 1 and 2*), this time with the never-before-seen scenes, under the title *Meteor Garden: The Full Edition*.
- **June:** ABS-CBN is first in Philippine TV to announce daily airing of J-Doramas (Japanese Dramas). It gets the first ever Parangal Gawad Watawat award from the Department of Tourism (DOT) and the National Historical Institute (NHI) because of the network's promotion of the use of the country's symbol of nationality and unity. It gets commendation from the House of Representatives for *Lupad Bacolod*, the worldwide broadcast of the 25th Masskara Festival in Bacolod City.
- **July:** Maria Ressa becomes the Head of ABS-CBN's Integrated News and Current Affairs Organization. ABS-CBN holds special outdoor broadcasts of its shows outside the Philippines, starting with Los Angeles and San Francisco in the United States. Outdoor broadcasts of ABS-CBN shows are done weeks later in

international cities like New York, Tokyo, and London. Most outdoor broadcasts win big in attendance and viewership levels.

- **July:** ABS-CBN's Cinema One holds the film festival Cinema One Originals.
- **21 August** – Endemol, a Netherland-Based TV Network, brought the franchise of some reality shows in the Philippines.
- **August 25:** Cheche Lazaro's The Probe Team makes a historic return to ABS-CBN after 18 years, under the original name *Probe*.
- **4th Quarter:** ABS-CBN launches *Hero*, the first Tagalog-dubbed cartoon channel showcasing Philippine TV's foreign cartoons past and present- from *Voltes V* to *Naruto*.
- **November:** ABS-CBN clears Julius Babao of allegations of posting bail for suspected terrorist Dawud Santos after providing ABS-CBN of the report on Santos.
- **December:** ABS-CBN signs up for the live coverage of the boxing rematch of Manny Pacquiao and Mexico's Erik Morales.

- **December 31:** ABS-CBN's overall Mega Manila audience share declines further, as GMA still becomes the overall number 1 TV network in Mega Manila in statistics of AGB-NMR.

2006

ABS-CBN premieres the following shows this 2006.

- current affairs shows like *X-Klusibong X-Plosibong X-pose* (Exclusive Explosive Exposés)
- local dramas like *Komiks* (Comics), *Gulong ng Palad* (Wheel of Fate), *Sa Piling Mo* (At Your Side), *Your Song*, installments of *Pinoy Big Brother* [*Celebrity Edition*, *Teen Edition*, *Year 2 Edition*], *Nagmamahal Kapamilya/From Your Loving Family*

- comedies like *Gudtaym* (Good Time)
- variety shows like *Pinoy Big Brother Celebrity Challenge*, *Star Circle Summer Kid Quest*, the Visayas and Mindanao editions of *Little Big Star*
- talk shows like *Sharon* (which ABS-CBN resurrects with the returning Megastar Sharon Cuneta)
- foreign dramas like *Outstanding Twins*, *Forbidden Love*, *Spring Day*, *Princess Lulu*, *Wedding*, *Wonderful Life*,
- cartoons like *Maya and Miguel*, *DICE*, *Mirmo*, *Maria Sama Ga Miteru*, the Disney cartoon *Kim Possible*
- ABS-CBN innovates new programming changes this 2006.
- *ASAP Fanatic* changes to *Fanatic Banda/Band Republic*.

- The weekend editions of *TV Patrol World* revert back to *TV Patrol Sabado* and *TV Patrol Linggo*.

ABS-CBN airs media specials for Filipino audiences this 2006.

- **February 26:** ABS-CBN airs the media special *EDSA: Mga Tinig ng Himagsikan* (the Revolution's Voices) with Jim Paredes and Bianca Gonzales as hosts, in celebration of the revolt's 20th anniversary.

ABS-CBN airs live coverage of the events this 2006.

- **January 1:** ABS-CBN airs *Salubong sa Taong 2006* (Welcome to Year 2006): *The ABS-CBN News Patrol Special Edition* with Bernadette Sembrano featuring live New Year events in Metro Manila.
- **January 29:** ABS-CBN airs *Erik Morales-Manny Pacquiao: The Battle--Hataw Pacquiao-Resbak ng Bayan* (Go Pacquiao-The Nation Fights Back), the whole-day coverage of the boxing rematch of Filipino boxing star Manny Pacquiao and Mexican boxing star Erik Morales from Las Vegas in the United States as delivered by Dyan Castelljo and Ging Reyes, facilitated by Korina Sanchez in Manila and backed up by anchors of the Philippines' cable channel Solar Sports. The coverage features the rematch itself with Pacquiao as champion and the nationwide and worldwide celebration of Pacquiao's victory. The special coverage became the first event in Philippine TV history that generated the most number of viewers, according to local media ratings provider AGB-MNR, beating out the previous record holder, and the 13 July 2000 episode of ABS-CBN's Mexican drama *Rosalinda*.
- **February 4:** ABS-CBN airs the non-stop coverage of the *ULTRA Stampede* in Pasig that rises among the crowds lining up for the 1st anniversary presentation of ABS-CBN's *Wowowee* and killed 71 people and injuring 400 others. ABS-CBN covers the aftermath of the tragedy, the network's owning of moral responsibility to the incident, the investigations, the launch of the 71 Dreams Foundations, the ultimate cancellation of *Wowowee* for 40 days, and the March relaunch of *Wowowee*.
- **Late February:** ABS-CBN airs the non-stop coverage of the aftermath of the *Southern Leyte Landslide*, direct from the town of Saint Bernard in Southern Leyte, with live coverage from the Saint Bernard picked up from ABS-CBN Cebu by international media groups--CNN, Reuters, BBC, AP, and AFP--which was then picked up by local media groups. Search and rescue operations and relief operations are covered.

- **February 24:** ABS-CBN covers a foiled coup against the government, President Arroyo's subsequent declaration of *State of National Emergency 2006*, the cancelling of the 20th anniversary celebrations of the 1986 EDSA Revolution and other subsequent events, including deployment of troops to the network's Quezon City studios.
- **February 25:** ABS-CBN reports on the day's Noon Mass at EDSA Shrine--the only celebration of the 20th anniversary of the 1986 EDSA Revolution.
- **February 26:** ABS-CBN covers the military stand-off at Fort Bonifacio in Makati
- **March:** ABS-CBN starts covering the 2006 events related to the *Amendments on the 1987 Philippine Constitution*.

Events took a turn on ABS-CBN this 2006.

- ABS-CBN covers 98%-99% of the entire Philippine archipelago.
- ABS-CBN Star Cinema releases films like *Don't Give Up on Us*, *Close to You*, *D' Lucky Ones*,
- **February 4:** Stampede rises up from the huge crowd lining up for the 1st anniversary presentation of *Wowowee* in Pasig, killing 74 people and injuring 300 others. Due to the incident, ABS-CBN cancels the celebration and postpones *Wowowee* for less than 40 days. Investigation results show lack of coordination among ABS-CBN's production staff and security personnel, with some government agencies that resulted in the stampede. ABS-CBN claims full moral responsibility on the incident, begins to help out families of the 71 victims under the 71 Dreams Foundation, and prepares to face charges.
- **March:** ABS-CBN and other media groups file complaints to the local courts, questioning the government's subsequent actions on the Declaration of the State of Emergency, among them the February 24 events at its Quezon City studios and a government official's private call urging to stop its February 26 coverage.
- **March 15:** Cito Alejandro resigns as ABS-CBN president.
- **April:** ABS-CBN invites the public to be part of "*Kapamilya, Summer Na, Sama Ka!* (Our Family, its summer! Let's Go!) *The ABS-CBN Summer Station ID 2006*"--the first time a Filipino TV network does so.

- **May** – ABS-CBN News and Current Affairs launched the successful election-related public organization campaign “Boto Mo, i-Patrol Mo”.
- **June 13:** ABS-CBN celebrates its 60th anniversary as a media-communications company (under its original name BEC).
- **October:** Studio 23 celebrates its 10th anniversary, still the number 1 UHF channel in the Philippines.
- **Late 2006:** ABS-CBN Broadcast Engineering Division (BED) conducted tests for DTTV started late 2006 in San Fernando, Pampanga and San Miguel, Bulacan.
- **November 7:** ABS-CBN unveiled its flagship coffee-table book, *"Kapitan: Geny Lopez and the Making of ABS-CBN."*
- **21 November** – The National Telecommunications Commission or NTC introduced DVB-T, a standard in digital terrestrial television.

ABS-CBN Timeline (2007-future)

2007: ABS-CBN airs

- the movie block *Cinema FPJ, Da King on ABS-CBN*
- the fantasy show *Kokey*
- the game show *Kapamilya Deal or No Deal*
- Newscast “Bandila” proudly be nominated in the previous 2007 International Emmy Awards beating 800 entries worldwide in the News and Current Affairs Category, and known as the first Filipino program to be nominated in the said prestigious award.
- **May 14:** ABS-CBN covers the Philippine national elections that see and the senatorial candidates sponsored by President Arroyo via the marathon coverage *Halalan 2007*.
- **12 April** – ABS-CBN incorporates *DZMM Teleradyo*, a 24-hour simulcast of the network’s flagship AM station DZMM into cable TV channel, a first in Philippine TV history, succeeded by MBC’s RHTV (DZRH Television).
- **May** – ABS-CBN began testing digital terrestrial television under the European standard Digital Video Broadcast – Terrestrial or DVB-T, the first ever network to go digital, preceded by GEMNET.
- ABS-CBN covers the Filipino mountaineer team's ascent to Mount Everest-the first for any Filipino to climb up the world's highest peak.
- **September 29:** ABS-CBN acquired the exclusive rights to the whole movie library of Fernando Poe Jr.
- **Late 2007:** ABS-CBN accused AGB Nielsen Philippines of tampering with the ratings during their 2007 ratings surveys.

2008: ABS-CBN airs

- the live coverage of the Miss Universe
- **January:** ABS-CBN applied for Digital Television broadcasts and still testing its signals throughout Luzon.
- **January 28:** ABS-CBN started the year by launching three primetime shows for the first time namely *Lobo*, *Palos* and *Kung Fu Kids*.
- **March 3:** ABS-CBN EVP Charo Santos promoted as the 5th president of the network taking over Eugenio Lopez III as now the network’s Chairman and COO.
- **April** – ABS-CBN once again dethroned any other TV networks in the country, the first in the Southeast Asia to do tapeless TV productions with EVS technologies and Avid Systems. The first TV show ever to be produced tapeless was *Kapamilya Deal or No Deal*.

- **June 12:** ABS-CBN launches "Walang Iwanan sa BayaniJuan/No Leave in BayaniJuan" in coincidence with the celebration of 110th Philippine Independence.
- **June 17:** ABS-CBN invest in MAMS (Multimedia Asset Management System) with IBM and Dalet Systems for Digital Archiving.
- **4 August** – ABS-CBN deployed Streambox IP-based newsgathering technology for advanced and more extensive newsgathering solution in covering breaking news in every region, and rather to rely on microwave and satellite transmissions.
- **1 October** – In line with the network's migration to digital television broadcast, ABS-CBN, with Snell Kahuna, purchased SD/HD multi-format switchers for full-HD integrated production. Aside from that, ABS-CBN upgrades their Outside Broadcast (OB) Vans from SD to HD, which became the first in the Philippine broadcast engineering history.
- **8 October** – ABS-CBN tapped TBC integration to provide a new turnkey video system. TBC Integration will supply a state-of-the-art MPEG-4/H.264 video encoding, multiplexing, control, and transmission platform DVB-S2.
- **17 November** – ABS-CBN bought license in Multiply from Baton Rouge, Florida, USA to expand its accessibility online, the first in Philippine TV. Now, every ABS-CBN program has its Multiply Site, offering streaming and media to be downloaded.
- **October 23:** ABS-CBN celebrates its 55th year as a TV network.

2009: ABS-CBN airs

- the variety show *Showtime*
- the showbiz-oriented show *Showbiz News Ngayon*
- the international version (FremantleMedia) of talent search *Pilipinas Got Talent (season 1)*
- the drama *May Bukas Pa, Rubi*
- the broadcast of *Tournament of Roses Parade*
- the anime *Super Inggo at ang Super Tropa (first locally-animated TV series)*
- ABS-CBN is the first to use a HD Outside Broadcast Van to broadcast a locally-produced program and a live event on high-definition.
- **February** – ABS-CBN's movie outfit Star Cinema, in partnership with Viva Films, topped the Philippines' highest-grossing film of all time, the sequel to Sarah Geronimo and John Lloyd Cruz' *A Very Special Love, You Changed My Life* garnered 230.44 million pesos in box-office receipts.
- **13 February** – ABS-CBN President and CEO Charo Santos-Concio had been invited by the executives of ABC-Disney to attend the 81st Academy Awards (Oscars), following Charito Solis, Lea Salonga and Pia Clemente in several years back.
- **24 March** – ABS-CBN joined the SMART Media Alliance to enhance collaboration on content, sales, marketing and technology; with five other TV networks within Southeast Asia.

- **March** – ABS-CBN gave birth to its 3 new cable channels, first sports channel Balls, all-men content channel Maxxx (officially defunct) and all-women content channel Velvet.
- **20 April** - Intelsat, Ltd., the world's leading provider of fixed satellite services, and ABS-CBN International signed a multi-year contract expansion with Intelsat. ABS-CBN International will use capacity on Intelsat's Galaxy 19 satellite, located at 97° W, to offer its clients increased regional programming in North America via its fully-owned and operated San Francisco International Gateway teleport.
- April 26: ABS-CBN is the only media organization to be cited as one of the country's top 15 listed companies in corporate governance, as shown by an annual survey of the Institute of Corporate Directors (ICD). It is the only media company to garner a score of 90 percent or higher in the 2008 Corporate Governance Scorecard, a survey of corporate governance practices among 172 publicly-listed companies in the country.
- **29 April** – ABS-CBN affiliate SkyCable migrated to digital cable television under the European standard Digital Video Broadcasting – Cable or DVB-C, the first in Philippine cable TV history.
- **June** – ABS-CBN marked the Philippines' first ever true high definition broadcast and the first ever live HD broadcast of the UAAP Season in 720p, being shown in SkyCable HD, which was the first in the country ever, a television media to offer high definition services. Also, it gave birth to first Filipino HD channel, Balls HD.
- **September** – With GMA Network's tie-up for being nominated, ABS-CBN once again has nominated one teleserye in the International Emmy Awards, the first teleserye to do so. *Kahit Isang Saglit*, a joint-venture of Malaysia's Double Vision, is nominated in the Best Drama category while Angel Locsin's portrayal of her role in *Lobo* was nominated in the Best Actress category.
- **4 November** – DWRR 101.9, now reformatted as "Tambayan 101.9 San Ka Pa?" has now utilized hybrid digital radio or HD radio as part of their reinforcement plan on giving their listeners the greatest quality of any radio stations could have. HD Radio offers 5.1 digital surround sound audio quality, as well as greater signal reception. This marked the first ever TV network-based FM station to go digital radio.
- **September-October:** ABS-CBN covers the tragedy of Typhoons Ketsana (Ondoy) and Parma (Pepeng).

2010: ABS-CBN airs

- the dramas *IDOL*, *Agua Bendita*, *Habang May Buhay*, *Momay*, *Tanging Yaman*, *Kristine*, *Kung Tayo't Magkakalayo*, *Kokey@Ako*, *Imortal*, *Noah* and *Magkaribal*
- the revival of 90s dramas *Wansapanataym* and *Mara Clara* (book 2)
- the variety show *Pilipinas Win na Win*
- ABS-CBN celebrates the 60th year of Soap Opera, producing world-class primetime soap operas to be shown for the whole year long.

- ABS-CBN Star Cinema releases *Ang Tanging Ina Mo (Last Na To!)*, Dalaw and RPG: Metanoia
- **February** – ABS-CBN privately tested the Japanese standard ISDB-T for digital TV.
- **22 April** – ABS-CBN acquires 75 Ikegami units for tapeless Electronic News Gathering or ENG, a network's step for full tapeless TV production.
- ABS-CBN invests in new wireless man-pack camera systems that can cover a radius of 1 km., the first in Philippine TV history. These cameras were used in 2010 Philippine national elections and Hillary Clinton's State Visit in Manila.
- ABS-CBN integrates the News and Current Affairs as it uses virtual augmented reality from ORAD Graphics. This technology delivers 3D holographic-effect videos and virtual presence. It was first used in *Halalan 2010*, the network's most comprehensive election coverage up to date.
- ABS-CBN also uses the largest touchscreen technology from LG and ORAD Graphics, having 102" touchscreen TV, the biggest among touchscreen TV's in the country.
- **May:** ABS-CBN implements the Ruckus Smart Wi-Fi technology across its media center and corporate offices located in Quezon City.
- **May 27:** The corporate name of ABS-CBN was changed to "ABS-CBN Corporation".
- **May-July:** ABS-CBN and other media channels covered the 2010 national elections, the proclamation, the inauguration and the State of the Nation Address of Pres. Noynoy Aquino.
- **June** – ABS-CBN finished its TV tower reinforcement project, having installed V-back dipole antennas for transmitting future digital terrestrial signals. The ABS-CBN TV Tower now stands at 750 feet.
- **11 June** – The National Telecommunications Commission or NTC chose Japanese standard ISDB-T as the sole digital terrestrial television standard in the country.
- **June 30:** TV Patrol World reformatted and renamed as TV Patrol, introducing the augmented reality technology as a daily 3D graphics technology of the newscast, a first in Philippine TV history.
- **August:** ABS-CBN inaugurates its 3rd Sky Patrol that will roam around the Metro and various parts of the country.
- **9 August** – ABS-CBN ground breaks again the Philippines' first ever soap opera on true high definition broadcast of Sarah Geronimo's musical series *Idol* in 1080i, seen on SkyCable HD. The series also marked the first ever simulcast of a pilot episode on three TV channels, ABS-CBN, Studio 23 and Cinema One.
- **August 23:** ABS-CBN and other media channels covered the 2010 Manila hostage taking.
- **September** – ABS-CBN teleserye *Dahil May Isang Ikaw* is nominated for the Best Teleserye category, being 2nd among 2 consecutive nominations for Teleserye category in the International Emmy Awards, the first Philippine TV network to do such. ABS-CBN star Sid Lucero is also nominated for Best Actor category.

- **October 19:** ABS-CBN News Channel's Twitter account reaches it's 100,000 mark.
- Currently, ABS-CBN holds 19 channels terrestrial, cable and in satellite TV.

2011

ABS-CBN airs

the talk show Kris TV and Gandang Gabi Vice

the talent search Star Circle Quest for the Next Kiddie Superstars

the variety show Happy Yipee Yehey

the dramas Reputasyon, Mula Sa Puso (2011 remake), Guns and Roses, Maria La Del Barrio, Good Vibes, Mutya, Mana Po, Wansapanataym: Buhawi Jack, My Binondo Girl

the reality shows The Biggest Loser: Pinoy Edition, I Dare You

- DZMM Radyo Patrol 630 (Silveradyo) celebrates their 25th anniversary with the launching of the new music video.
- ABS-CBN Star Cinema releases Bulong, Pak Pak My Doctor Kwak (together with M-Zet Productions), In the Name of Love and Forever and a Day
- **April 4:** ABS-CBN Corporation is ready to launch 5 new premium TV channels on free-to-air TV within the year as response to the market's need for niche programs and for better picture and sound quality.
- **May:** Singaporean firm STT Communications Pte. Ltd. acquired 40 percent of SkyCable through Philippine Depositary Receipts worth P3.612 billion and P250 million of convertible notes to fund the expansion of SkyCable's broadband Internet and cable TV services.
- **July 22:** ABS-CBN was named Asia's Best Employer Brand of 2011; ABS-CBN president Charo Santos-Concio was also named Woman Super Achiever Award

Future

- ABS-CBN, as expected, in November 2010 will now start airing parallel analog NTSC-M and digital ISDB-T transmissions all over 17 Metro Manila cities and municipalities and some other key areas near Manila like Bulacan, Pampanga, Rizal, Cavite and Laguna. This marks the network's official and initial public testing of the new ISDB-T standard.
- ABS-CBN is planning to have big acquisitions of advanced technologies in digital multimedia broadcast engineering, as they celebrate the network's 60th year of being undisputedly the largest and the number 1 network in the country.

- ABS-CBN being HD-ready network will follow Balls HD's success, as it will open another HD channel in the future, the ABS-CBN News Channel HD, soon.
- ABS-CBN taps to incorporate its mother station ABS-CBN 2, its affiliate Studio 23, and its other cable-became-terrestrial channels, for a digital broadcast using 1 high definition, 1 standard definition and 1 mobile 1-seg channel, 3-5 years after its transition/migration to digital television.
- ABS-CBN affiliate Star Cinema will invest in RED Digital Cameras bringing 4K resolution movies, 4 times the resolution of a full-HD movie 1080p, the first in the Philippines to do so, soon.
- ABS-CBN Star Home Video plans to release the first Blu-Ray films for Filipino movies, maybe 3-5 years.
- ABS-CBN also plans to have a DTH service in and outside the Philippines 5-10 years.
- ABS-CBN, maybe in 2020 or more will shift to true 3D HD broadcast in sports.
- The network is planning to have the Philippines' first 3D broadcast with UAAP again, as it marked the first true HD broadcast in the country.
- ABS-CBN will incorporate 4G multimedia broadcast in news gathering and production.

GMA Network's (History/Timeline/Milestones)

1950

- **March 1:** Loreto F. De Hemedes, Inc. is born when its owner/american war correspondent Robert “Bob” Stewart sends the first static-marred newscast of radio station dzBB from a makeshift studio on the 4th floor of the Calvo Building in Escolta.
- Those were lean times, Stewart recounted in an interview. "It was murder. All our equipment were begged or borrowed. There was hardly any advertising." To save his floundering station and sustain its operations, Stewart and his wife Loreto, a Pampanguena widow with three kids, put up a bakery in the garage of their Quezon City home. Even then, Stewart knew he had something potentially big in his hand -- the power to use the air to link Filipino households together.
- **June 14:** dzBB finally launched on air.

dzBB airs

- the political satire/comedy show *Kwentong Kutsero*
- the radio drama *Camay Drama Theater*
- the variety show *Tawag ng Tanghalan*
- the newscast *Newscoop*

1951

- dzBB airs the first live radio coverage of the Senate and Congressional sessions featuring on-the-spot telephone interviews for the first time.
- **March 17:** dzBB covered the eruption of Mount Hibok-Hibok.

1953

- dzBB covered the presidential elections won by Ramon Magsaysay.

1955

- dzXX opens and became the first pop AM music station in the Philippines.

1957

- dzBB and dzXX moved to the new home in Quezon City.
- **June/July:** Opening of dySS Cebu and dyOO Iloilo are the first music AM stations in Central and Eastern Visayas.

1961

- **October 29:** Taking off from the success of dzBB, Channel 7, the third television station in the country, starts operations with 25 employees, a surplus transmitter and two old cameras. RBS 7's Stewart was even more creative. He was the first to sell program segments and TV spots, that are so popular today. "We didn't know anything about television, not even which camera was on air," admitted the visionary who later came to be known as Uncle Bob. "Everyone was a director because we didn't have any directors in the first place. There was no art, no finance, no administrative department, only technicians and a station manager (Chito Feliciano, Loreto's first cousin).
- Channel 7 offers the first radio cooperative sponsorships ("coop spots") to small advertisers.
- Channel 7 had air some programs for the American Broadcasting Corporation.

1961-1972

dzBB-TV airs

- the variety show *Dancetime with Chito (the first ever-dancing variety show), The Bob Stewart Show and The Rafael Yabut Show.*
- the comedy show *Eskwelahang Munti.*
- the child-oriented program *Uncle Bob's Lucky 7 Club.*
- the counseling program *Father Bob and His Telephone*
- the horror show *Gabi ng Lagim*
- the newscast *The News with Uncle Bob.*
- the series *Combat, Mission Impossible, 77 Sunset Strip, The Untouchables* and *Ben Casey.*
- the cartoon *Popeye, Gumby and Baby Huey*

Events and Milestones of RBS-7 in the decade.

- dzBB-TV recognize the potential in canned foreign programs for the growing middle-class market.
- RBS 7 rated consistently at the bottom and it was in the brink of bankruptcy.

1962

- dzBB-TV claims for the first time it's number 1 spot in ratings against BEC-3 and BEC-9/ABC-5/IBC-13/MBC-11/Clark Armed Forces 8 and PBS-10.

1963

- dySS TV Channel 7 – Cebu is inaugurated; other provincial TV stations are also been started operations.

1967

- GMA first installed its VHF antenna in Metro Manila together with antenna manufacturer Jampro.

1970

- LFDHI renamed as Republic Broadcasting System, Inc.
- Channel 7 simulcast some shows of MBC Channel 11 due to the channel 11's weak signal.
- Chito Feliciano, host of Dancetime with Chito dies in a helicopter crash.

1972

- **September:** RBS-TeleSeven went off the air.
- **late-december:** RBS-7 allowed to opened again this time blocktimed by Philippine Production Center, Inc.

1972-1974

RBS airs

- the comedy show *Ay, Buhay Artista!*, *Sa Di Ma Po Mi*, *Boarding House*, *Si Tatang Kasi* and *Laughing Stock*
- the newscast *The World Today*
- the variety show *Ariel con Tina*, *Magandang Gabi*, *Noontime Matinee*.

RBS 7 was in red, limited license to operate, could not forecast revenues and had difficulty meeting payments.

1974

- **May 28:** The new management of RBS led by Gilberto M. Duavit, Menardo R. Jimenez, and Felipe L. Gozon takes over, acquires new equipment, introduces new programs, and adopts the brand name GMA Radio Television Arts (GMA-7) (but retained Republic Broadcasting System as corporate name) and the new slogan "Where You Belong", Jimenez sits as president of the company while Gozon served as its chairman. A P7-million credit line ensured upgraded equipment and a full-color setup while team effort guaranteed good ideas.
- Freddie Garcia worked for GMA 7 where he became the driving force behind the station's innovative programming. GMA pulled out of financial rut and made a dramatic turn around, profits grew and GMA 7 was catapulted to industry leadership in 1976.
- GMA-7 only had 2 TV stations nationwide (Manila and Cebu)

1974-1986

GMA-7 airs

- the variety show *Student Canteen*, *Penthouse Live*, *Penthouse Seven*, *TJ sa GMA* and *GMA Supershow*
 - the dramas *Anna Liza*, *Damdamin*, *Katha*, *Tanghalan*, *Mother Studio Presents* (the first weekly primetime drama anthology), *Kahapon Lamang*, *Amorsola* and *Lovingly Yours*, *Helen*
 - the game show *Suerte sa Siete*
 - the talk show *Monday Night with Edu*, *Cafeteria Aroma*, *Ms. Ellaneous* (first talk-magazine show) and *Late Hour with June and Johnny*
 - the comedy show *Baltic and Co.* and *Prinsipe Abante*
 - the showbiz oriented show *Movie Go Round* and *See True*
 - the newscast *News at Seven* (first newscast anchored by a woman), *GMA Evening Report*, *GMA News Digest*, *GMA News Roundup* and *The 11:30 Report*
 - the current affairs show *Viewpoint*
 - the anime *Voltes V* (first anime program in the country)
 - the series *Charlie's Angels*, *Mork and Mindy*, *Lou Grant*, *Soap*, *Cher*, *BJ and the Bear*, *M.A.S.H.*, *Little House of the Prairie*, *Starsky and Hutch*, *Eight is Enough*, *CHIPS* and *Three's Company*
- GMA 7 was still considered the kiddie network yet it was during the Martial law years that Channel 7 solidified its place as the leader in news reportage and gathering. GMA acquired reputation of airing what other channels suppressed. Marcos allowed GMA greater flexibility so he could claim to the world that indeed there was press freedom in the Philippines. People turned in to GMA for alternate views -- and often the real story.
- More than just providing glossy shows, however, the station defied the limits set by the martial law era and won countless awards in broadcast journalism for its fearless *News at Seven*. Although it was no match to the other crony-controlled broadcast stations at the time in terms of size and ratings, GMA was the mouse that roared.

1975

- the longest-running public service program, *Kapwa Ko Mahal Ko* was launched. Orly Mercado (now KKMK Foundation chairman) was one of the first hosts of the program.
- GMA claimed its first ever award at the PATAS awards.

1976

- DWLS-FM started broadcasting as a jazz-oriented FM station.

1979

- President Marcos bans Japanese robot cartoons including Voltes V.

1980

- GMA EDSA Complex was renovated.

1981

- GMA-7 covered the 1981 visit of Pope John Paul II.
- Popular sunday late-night show Penthouse Seven cancelled.
- GMA-7 covered the 1981 presidential elections and the Carruncho Incident.
- GMA News got the exclusive footage of the Manila Film Center tragedy.

1983

- Ninoy Aquino's funeral was exclusively shown via GMA's newscast News at Seven.

1984

- Daughter of then-president Marcos, Imee attempted to take over the station. The takeover was prevented by GMA executives.
- GMA's then former owner Robert Stewart left the country.
- **August:** GMA was the first to interview Ninoy Aquino's widow Corazon Aquino on the anniversary episode of Viewpoint with Dong Puno, who eventually became the first woman president of the country.
- **Post-August:** GMA-7 is the first to report Cory will run as president if she receives 1M signatures.

1985

- GMA-7 had 23 TV stations nationwide.

1986

- GMA-7 covered the brutal death of its talent Elvira Manahan.
- **January:** GMA-7 broadcast some commercials for the campaign of Mrs. Cory Aquino for President.
- **February:** GMA-7 covered the EDSA 1 coverage.
- **Mid-February:** GMA-7 first to report the RAMOS-ENRILE breakaway that caused the 1986 EDSA revolution. GMA first to report Marcos' departure to

Hawaii that ends the 1986 EDSA Revolution. GMA was off-air during the final days of the People Power II.

- **February 26:** GMA 7 resumed operations, the first after EDSA
- **December:** Freddie Garcia, then big boss of GMA-7 moved to the original home, ABS-CBN and became the president of the network.

1987

- GMA-7 covered some international competitions that champion some filipino artists and filipino athletes.
- GMA-7 opens the state-of-the-art live studio facility at Broadway Centrum.
- GMA-7 introduces Stereo Vision for their broadcasts.
- GMA-7 introduces the first hourly news capsules on TV dubbed as GMA News Live.
- GMA videographer Jun Fronda covered the 1987 Mendiola Massacre at vantage point. His video was bought for airing by the international news agencies.
- GMA-7 had 25 TV stations nationwide.
- **January:** GMA-7 covered the coup plot outside the GMA compound; keeping hostage more than 40 of its employees

1987-1992

GMA-7 airs

- the variety show *Vilma!*, *RSVP*, *Shades*, *Martin After Dark*, *Lunch Date* and *That's Entertainment*
- the newscast *GMA Balita* and *GMA Headline News*
- the movie block *FPJ sa GMA*
- the entrepreneurial show *NegoSyete*
- the current affairs show *Kape at Balita*, *The Probe Team*, *Issues and Answers*, *Firing Line*, *Straight from the Shoulder* and *Velez this Week*
- the religious show *The 700 Club*
- This period marked the station's winning streak on the local scene as it collected such honors as the Gawad CCP, the Catholic Mass Media Awards, the KBP Golden Dove Awards and the PMPC Star Awards for Television. In the international scene, GMA bested other contenders in the New York Festivals. As a programming executive put it, the network had proven that local shows didn't have to be run-of-the-mill or bakya to win over the public.

1988

- GMA-7 inaugurates the Tower of Power in Tandang Sora, Quezon City. At 777-feet, it is the tallest man-made structure in the country with a 100 kilowatt power transmitter.
- GMA was ranked 208th among the top corporations of the Philippines.

1991

- GMA-7 Foundation is formally established.
- GMA-7 becomes the first Philippine broadcast news organization to receive a bronze medal from the New York Festival in the Breaking News category.
- GMA-7 introduces the first radio-television simulcast programming.
- GMA-7 produces the first same-day newscast via satellite throughout United States.

1992

- GMA-7 inaugurates Rainbow Satellite, making its programs available simultaneously throughout the country and Southern Asian countries, namely, Hong Kong, Taiwan, Indonesia, Singapore, Malaysia, Thailand, Papua New Guinea, Borneo, Myanmar, and parts of Australia and China.
- GMA-7 shows aired at the US and parts of South America through International Channel Network, by the end of the year GMA is also seen in Guam, Saipan and Hawaii.
- GMA-7 expands into a network of 33 affiliate stations, making it the country's largest TV network.

1992-2002

GMA-7 airs

- the drama *T.G.I.S*, *Di Ba Ikaw*, *Mikee*, *Growing Up*, *Tago Ka Na!* (first local teen slasher), *Spotlight*, *GMA Telesine* (the first full-length cinematic drama on TV) and *Mia Gracia* (first Filipino telenovela)
- the variety shows *Next*, *Salo Salo Together* and *Eat Bulaga*
- the children's show *Batibot*, *5 & Up* and *P.G. Parent's Guide*
- the talk show *Katok Mga Misis*, *Sis* and *Ms. D*
- the showbiz show *Channel S*, *ETCHING*, *S-FILES* and *Startalk*
- the game show *GoBingo*, *TxTube* and *Golympics*
- the newscast *Frontpage* (first solo-anchored Filipino late night newscast), *GMA Network News* (the first late night newscast in Filipino and the first to do stand-up news delivery) and *Saksi* (the first 15-min. newscast with live interactive on-screen reports)
- the comedy *Okay Ka*, *Fairy Ko!*, *Comedy Central Market* (first stand-up comedy show), *Idol ko si Kap*, *Beh Bote Nga*, *Bubble Gang*, *Si Tsong at Si Tsang* (first mime sitcom) and *Kool Ka Lang* (first action-sitcom)
- the current affairs show *I-Witness* (first full-length documentary program), *Emergency* (first docu-drama), *Wish Ko Lang* and *Debate* (first show with a pioneered televoting; first program where the president ERAP has called to air his side of issues.)

Events and Milestones of GMA-7 in the decade.

- GMA-7 pioneers the "Metropop Singing Festival", the only singing competition that encourage the cultivation of the local talents.
- GMA 7 wondered why its highly popular 'Gobingo' program lagged behind its rivals in the same timeslot, despite its distribution of 1.3 million cards. The ratings only reflected 200,000 to 500,000 'Gobingo' viewers.

1993

- GMA-7 becomes the first broadcast station to win a Gold Medal in the prestigious New York Festivals for the Best Station/Network I.D.
- GMA Network News, Vilma!, Firing Line and GMA Supershow started airing in 60 American cities and parts of South America through the International Channel Network.
- GMA-7 launches the first local interactive program mechanism on TV in **GMA Feedback**.
- GMA-7 introduces "Worry-Free Kid TV," a pre-screened entertainment block for children which received a citation twice from UNICEF as a model for "children-friendly television."
- GMA-7 is the first network in the country to have a Finalist Citation in London International Advertising Awards.
- GMA-7 airs the first interactive satellite broadcast between Manila and San Diego, CA with the show **Kumusta America, Hello Philippines**.
- GMA-7 is the first to broadcast filipino news via satellite on a daily basis in America.
- GMA-7 had 35 TV stations nationwide.

1994

- GMA-7 is the first TV network to offer 7 nights of all-filipino programming on primetime.
- GMA-7 introduces the Multiple Automated Recorder Cassette System with D3 Format digital video recorder.
- GMA-7 had a agreement with FilSat, the 1st all-day all-Filipino channel in The United States.
- **April:** The papal coverage was made exclusive to one network. GMA 7 bid and won by four reasons: GMA 7 had been carrying Christmas and Easter Masses live from Vatican for several years, offered widest coverage, most number of broadcast hours, and lowest costs. ABS-CBN's answer: sneak in a satellite antenna disguised as an umbrella inside the cathedral where the pope was saying mass.

1995

- Alta Productions, Inc. is formed – a GMA subsidiary involved in production and post-production.
- GMA-7 is the first to broadcast remote news coverage and reporting.

- GMA-7's regional TV and radio network Regional GMA (RGMA) was incorporated.
- GMA-7 ventures into the art of cinema with Cinemax, now the internationally-recognized GMA Network Films, Inc.
- GMA-7 is the first to use an ENG van/News Outside Broadcast Van with live video playback capability via on-board microwave link.
- GMA-7 becomes the first station to introduce remote coverage news reporting thru Saksi.
- GMA 7 became the only Philippine TV Station to be cited at the Emmy Awards. GMA also received various awards from Prix Jeunesse International, Promax Asia Gold Medallion Awards, 25th FNS Titles Fair, 23rd Japan Prize International Educational Program Contest, British Fleet Journalism Award, CNN World Report Awards and the Asian TV Awards making it the Philippines' most awarded network.
- **January:** GMA Network broadcast the live coverage of the World Youth Day 1995 and the 2nd Visit of Pope John Paul II in the Philippines.
- **June:** GMA-7 celebrates it's 45th year of incorporation.
- **August:** GMA-7 becomes the first local network to venture into UHF TV with Citynet 27, the Philippine's "Window to the World."
- **October:** Bubble Gang, Saksi and Startalk was aired for the first time.

1996

- Republic Broadcasting System, Inc. (RBS) changes its corporate name to GMA Network, Inc. as it evolves into a conglomerate of companies engaged in moviemaking, post-production services, film syndication, marketing, props and prosthetics.
- GMA-7 had 33 TV stations nationwide.
- GMA Worldwide, Inc. is established – a subsidiary in charge of GMA program syndication and distribution.
- Citynet 27 is the first to institutionalize the banter segment, where a stock market analyst provides the week's market performance and forecast.

1997

- GMA-7, joins the 8-group/\$243 million consortium and Mabuhay Philippines Satellite Corporation (MPSC), in launching Agila II, the first Philippine satellite.
- GMA-7 enters cyberspace via its two websites – www.gmanetwork.com and www.gmaquest.com.

1998

- GMA 7 switched to Agila II and the new 100kW transmitter facility, the strongest VHF TV transmitter in the world making it to the Guinness Book of World Records.
- GMA was cited in the Guinness Book of World Records for having the strongest VHF transmitter in the world.
- GMA Network Films, Inc. releases the critically acclaimed and box-office hit Jose Rizal, starring Cesar Montano and directed by Marilou Diaz-Abaya. 'Jose Rizal' was the first ever local film to surpass the Php 100 million mark in the box-office.
- GMA Network, Inc. ranked 10th in Overall Leadership and 5th in Innovation In Responding To Customer Needs by Far Eastern Economic Review for the first time.
- GMA-7 had 42 TV stations nationwide.

1999

- EMC Network, Inc., the first local music station in the country, forges a strategic alliance with Channel V Music Network Ltd. Partnership to form Channel [V] Philippines.
- **Early 1999:** 'Ghostfighter' became a phenomenon garnering an all-time high of 54%

2000

- GMA-7, the sole official Philippine partner to the Global Millennium Day Broadcast, welcomes the new millennium with the 2000 Today on GMA broadcast and GMA-Ayala Millennium Celebration beamed to 67 countries of the world.
- GMA-7 becomes the first local TV station to air 24 hours of programming.
- GMA-7 makes history by being the first Philippine recipient of the George Foster Peabody Award, the most prestigious news broadcasting award in the world.
- GMA-7 and Philippine Daily Inquirer form a joint venture to create the online, multimedia news portal www.INQ7.net.
- **June 14:** GMA inaugurated its world-class and state-of-the-art GMA Network Center worth P42 Million Pesos together with Former Presidents Cory Aquino, Fidel Ramos and then-president Joseph Estrada as the guest speaker.
- **December 31:** Chairman and President Menardo Jimenez announced his retirement. Felipe Gozon assumed the position as the President and CEO.

2001

- GMA-7, together with its media and telecommunication partners, delivers the most comprehensive election coverage the Philippines has ever witnessed in Eleksyon 2001.

- **January:** GMA-7 covered the EDSA DOS coverage; first to covered some EDSA-II events like Inaguration of President Arroyo and the Departure of President Estrada.
- **Mid-2001:** Channel V Philippines closed down because of conflict of interest between GMA 7 and PLDT. At that time, PLDT was considering to buy GMA 7. But PLDT handles MTV Philippines.
- **September 11:** GMA was also the first Philippine network to break the news of the terrorist attacks in the United States.

2002

- **Saksi** wins the World Gold Medal as Best Newscast in the New York Festivals, a first for Philippine news program.
- GMA is the official TV network of the 4th World Meeting of Families.
- **October 27:** GMA-7 launches its new corporate equity; “Kapuso Mo, Anumang Kulay ng Buhay”.
- This thematic tag gave voice to the Network’s renewed commitment and deeper emotional ties with its viewers. The new logo reflected the Network’s corporate identity: a stylish heart imbued with different colors representing the Colors of Life. GMA’s President of Marketing and Productions, Inc. Manuel P. Quiogue couldn’t have said it better, “Kapuso is different. It’s all encompassing. If you’re a Kapuso, you may be a relative, a brother or a sister, or even a best friend. Somebody who is really close to your heart.” For news coverage, Walang kinikilingan, Walang pinoprotektahan, Walang kasinungalingan, Serbisyon Tootoo lamang became the slogan, one that was enunciated with jump cuts woven together to suggest what the Network firmly stood for.
- GMA Senior Vice President for Radio and News Anchor Mike C. Enriquez averred, “Credibility and truth — these are the only stronghold for news ratings, and nothing else. The people are aware of these, and whom to give their trust. They know which station is taking sides and which one is giving protection to whomever.” GMA Vice President for News and Public Affairs and TV host Jessica A. Soho harked back to her recollection of the tribulations faced during the Martial Law years. “This was the only news organization that people believed in, because of its independent, objective, balanced and responsible, honest-to-goodness journalism. We had solid reportage, which we inherited from those who came before us. And we’re proud to say that we made it stronger, we enhanced it, and we continue to uphold it to this day.”
- GMA Network also outlined its Corporate Values that clearly spelled out the culture in the organization. “We place God above all; We believe that the viewer is Boss; We value our People as our best assets; We uphold Integrity and Transparency; We are driven by our passion for Excellence; We strive for Efficiency in everything we do; We pursue Creativity and Innovation.” VP for Business Development/Drama Productions Lilibeth Rasonable explained the

personal fealty to the organization's core values. "What I appreciate most is the instilling of core values among the Network employees. You see it even among the higher-ups, they reflect that, especially Atty. Gozon and Mr. Duavit. That's why you feel inspired to follow their footsteps."

2003

GMA airs

the dramas Love to Love and Twin Hearts

the talent search Starstruck

the reality show Extra Challenge (produced by GMA Public Affairs)

- GMA finally grabbed the No. 1 spot in the daytime slot in the latter part of 2003. On the last week of September, GMA overtook its competitor in overall ratings.
- GMA also renewed its presence in the recording business with the establishment of RGMA Marketing and Productions, Inc. / GMA Records. DZBB ranked No. 1 among AM radio stations on primetime (5 a.m. to 8 a.m.) while DWLS-FM ranked No. 1 among pop music stations in Metro Manila, according to the Nielsen Media Research Radio Diary in Metro Manila.
- GMA out-loaded ABS-CBN in commercial minutes for the first time in more than 15 years.
- GMA Network, Inc. achieves a net income of more than P1 billion, a first in GMA's history.
- GMA Network, Inc. is again named one of Asia's leading companies in the Review 200 survey of the Far Eastern Economic Review magazine. GMA 7 became the most profitable broadcast company in the Philippines.
- Historic firsts were the launching of Love-to-Love, the first twin-bill light romance, and Twin Hearts, the first soap opera to use an English title for a local production.
- The House of Representatives (12th Congress) adopts Resolution No. 787 commending GMA Network, Inc. for uplifting the standards of the country's broadcast industry by giving the Philippines its first George Foster Peabody Award in 2000 and making the Philippines the first and only Asian country to win the Gold Medal for television news in the New York Festivals on January 17, 2003.
- In yet another international achievement, Kara David's Selda Inosente, an I-Witness documentary, won the UNICEF Child Rights Award for showing the plight of children born and living in Philippine prisons.

- **September 1:** GMA-7 withdraws its membership from the Kapisanan ng mga Broadcaster ng Pilipinas.

2004

GMA airs

- the drama *Te Amo, Hanggang Kailan, Forever in My Heart, Darna, Sugo, Marinara, Joyride, Ikaw sa Puso Ko* and *Leya*
- the horror show *Wag Kukurap!*
- the comedy *Bahay Mo Ba To?, Naks!* and *Bitoy's Funniest Videos*
- the kid-oriented program *Starstruck Kids* and *Lovely Day*
- the reality/talent show *30 Days, Pinoy Pop Superstar*
- the variety show *SOP Gigsters*
- the current affairs show *Out!*
- the newscast *24 Oras*
- the TV special *Eat Bulaga 25th Anniversary Special*
- the koreanovelas *Full House, Stairway to Heaven, Endless Love 1 and 2* and *All About Eve*

Events take a turn on GMA this year.

- GMA Network, Inc. receives the 2003 Top Realty Taxpayer of Quezon City Award.
- GMA 7 enjoyed 38% of the total TV advertising pie
- GMA surged ahead of its nearest competitor in total day ratings, as attested by both AGB and Nielsen. GMA became No. 1 in TV ratings in all time slots in Mega Manila. The news program *24 Oras* ended a 17-year reign by the rival for early primetime newscast, and has not looked back since.
- In the Asian Wall Street Journal 200 survey (formerly Review 200 by the Far Eastern Economic Review), GMA Network, Inc. placed 7th among the Philippines' ten leading companies.

2005

- GMA-7 launches its international channel, **GMA Pinoy TV** in Japan, Guam, United States and Malaysia.
- GMA-7 receives the coveted **Asian TV Award for Terrestrial Channel of the Year**, the first in Philippine broadcasting industry.
- In the regions, the variety show *Kuyaw* in Davao and the game-talk show *Oi!* in Cebu were launched.
- Through a co-production and/or blocktime agreement with ZOE Broadcasting Network through wholly owned subsidiary Citynet Network Marketing and

Productions, Inc., GMA-7 launches **QTV Channel 11** (now GMA News TV-11); QTV Channel 11 is women-skewed, with a programming grid primarily designed according to women's schedules and needs. Surprisingly found itself ranked No. 3 within its first week of operations.

- GMA will also help Zoe Broadcasting Network to upgrade and maintain its technical capabilities.
- GMA Films makes a grand and remarkable re-entry in the movie industry with a pre-valentine movie entitled **Let the Love Begin**. The movie is a top movie grosser, garnering P106.1M in gross theatrical receipts.
- **Darna** holds the highest ever rating at 46.6% for a pilot episode and is the very first telefantasya to hit 51.7% ---a soaring success that remain unsurpassed in Philippine TV.
- GMA achieves a net income of more than P2 billion.

2006

- GMA News and Public Affairs achieved a historic milestone when it pushed broadcast limits and covered the first climb to the summit of Mt. Everest by a Filipino, Romy Garduce. GMA-7 writes history as the first Philippine network to broadcast live, via satellite from the Base Camp of Mount Everest and the first to broadcast via satellite phone at 21,000 feet above sea level, the highest altitude ever tested for broadcast via satphone.
- Among other notable awards garnered by GMA were "Television Station of the Year" given by the Rotary Club of Manila; "Best Station" by the Philippine Movie Press Club (PMPC) Star Awards; "Most Awarded TV Station" by USTv Thomasian Students' Choice Awards; and "Outstanding Television Station for 2005-2006" by the Volunteers Against Crime and Corruption.
- GMA's late-night public affairs program, Debate with Mare at Pare, won the bronze medal in the New York Film Festival.
- GMA-7 pioneers the use of globally recognized backdrop for a soap, **I Luv NY**. The first of its kind on Philippine primetime TV.
- GMA-7 is accorded the highest trust rating based on Pulse Asia's July 2006 "Ulat ng Bayan" Survey among Metro Manila viewers.
- GMA-7 launches news portal: **GMA News.TV**, a showcase platform for News and Public Affairs branded journalism across all content formats (video, audio, text), story types (news, business, sports, entertainment, lifestyle, etc.) and various languages (English, Filipino, Cebuano, Ilonggo).
- **July:** GMA's listing at the Philippine Stock Exchange was the most anticipated and turned out to be the most successful Initial Public Offering (IPO) of the year.

2007

GMA airs

informative show Kap's Amazing Stories

filipino version of hit telenovela Marimar starring Marian Rivera and Dingdong Dantes

- GMA-7 is listed in the Philippine Stock Exchange with primary and secondary offer of 91,346,000 common shares and 822,115,000 Philippine Deposit Receipts (PDRs). The domestic offer was oversubscribed by 7.3x and the international offer was oversubscribed by 29x.
- GMA reformatted its flagship FM station Campus Radio 97.1 WLS-FM and is now known as “Barangay LS 97.1 Tugstugan Na!”
- GMA Public Affairs celebrated its 20th anniversary.
- **I-Witness: The GMA Documentaries “Boy Pusit”** wins the World Gold Medal for Social Issues and Current Events at the 200 New York Festivals for Television and Film.

GMA News and Public Affairs mounted election specials that earned commendations from major award-giving bodies.

- **The Philippine Agenda** – regarded as the most important and most comprehensive election program on primetime television. This program veered away from the personalities of the campaign and instead focused on issues that all elected officials should address.
- **Sa Isa Kong Boto** - a voter's education informercial campaign
- **Isang Tanong** – put together the 36 senator candidates in a no-holds-barred forum. The program also featured a formidable panel of interrogators who tested the boldness, intention and sincerity of each candidate in a grueling question and answer portion.

2008

- GMA revived various Filipino classics such as Carlo J. Caparas’s Joaquin Bordado, Mars Ravelo’s Dyesebel, and Gilda Olvidado’s Babangon Ako’t Dudurugin Kita. The Network also produced local versions of international hit TV series such as LaLola, Ako si Kim Sam Soon, and the game show Family Feud.
- **April:** The 2nd international channel, GMA Life TV, was formally launched.
- **October:** 2008 saw the launching of the most modern facility yet — the GMA Network Studios, a new building facility equipped with high-tech digital production equipment and two large studios built using the Room-within-a-room or (RWAR) acoustics technology. Guest speaker was the then-president Gloria Macapagal-Arroyo.

2009

- GMA further strengthened its lead in the primetime ratings race with the launching of Zorro, Rosalinda, and the second installment of Ravelo's Darna, featuring the most sought-after leading lady, Marian Rivera.
- GMA's primetime newscast 24 Oras bagged two major awards at the New York Festival.

2010

GMA airs

asiannovelas: Temptation of Wife (By Popular Demand in mid-2011)

drama: Bantatay, First Time

comedy show: Comedy Bar, Pepito Manaloto, Jillian: Namamasko Po

- In 2010, for the first and second quarters, GMA Network released new anticipated and commercialized soaps and shows like *The Last Prince*, *Panday Kids*, *First Time*, *Laff En Roll*, *Diva*, *Zooperstars*, *Claudine*, *Wipeout*, *Pepito Manaloto*, *Wachamakulit*, *Sunnyville*, *Comedy Bar*, *Love Bug*, *Langit Sa Piling Mo*, *Pilyang Kerubin*, *Endless Love*, *Danz Showdown*, as well as *Diz Iz It* which replaced the longest morning talk show *SiS* along *Party Pilipinas* which replaced *SOP*.

2011

GMA airs

dramas Amaya, Dwarfina, I Heart You Pare, Machete and Captain Barbell (book 2)

- In 2011, GMA Network offered a stronger afternoon line-up which continued the success of Koreana, Trudis Liit, Basahang Ginto and Bantatay. It includes Nita Negrita, Magic Palayok, Alakdana, Sisid and My Lover, My Wife. In the primetime line-up, GMA released series in which they are very capable of dominating the primetime race, they are I Heart You, Pare!, Dwarfina, Machete and shows preparing to be aired are Captain Barbell and Encantadia: The Second Saga and first historical drama of the Philippines, entitled Amaya starring Marian Rivera.
- February 28: The first ever news and public affairs channel on VHF Free TV, **GMA News TV**, launched.
- Mid-July: GMA launches the third international channel, GMA News TV International

Phil. TV Timeline (except GMA) (1973-1986)

1973

- The properties of ABS-CBN were used without compensation by two government-run stations: the Radio Philippines Network from 1973 to 1979; and the Maharlika Broadcasting System from 1979 to February 1986.
- TV channels report on the drafting of the new Constitution.
- KBS 9 introduced 'John en Marsha' starring Dolphy and Nida Blanca. It is nationally recognized as one of the greatest Filipino sitcoms of all time.
- Kapisanan ng mga Brodkaster sa Pilipinas (KBP) was organized to provide a mechanism for self-regulation in the broadcast industry.
- **June 9:** Benedicto and KBS employees take over ABS-CBN's Bohol Avenue studios after its KBS Studios in Pasay burned.
- **August:** Military people turn over ABS-CBN's Bohol Avenue Broadcast Center Complex for use without compensation to Kanlaon Broadcasting System (KBS), then broadcasting on Channel 2 and 9. The ABS-CBN Bohol Avenue Broadcast Center Complex becomes KBS Plaza.

1974

- Channel 2 reopens under the new Banahaw Broadcasting Corporation (BBC), still under Benedicto. That time, Channel 2 changed its callsign from DZAQ-TV to DWWX-TV. Channel 3 Cebu and Channel 4 Bacolod (formerly owned by ABS-CBN) was also reopened and changed its callsigns as DYCW-TV (Cebu) and DYBW-TV (Bacolod). The network's most familiar jingle also launched called, "Big Beautiful Country" by Jose Mari Chan. BBC and its sister station KBS/RPN mainly aired government propaganda.
- TV channels cover the Miss Universe contest in Manila--the city's first time to be the contest venue.
- Government channel GTV channel 4 reopened, GTV is also opened its reopened radio stations formerly owned by ABS-CBN.
- ABS-CBN president Eugenio Lopez Jr goes on hunger strike from Fort Bonifacio. TV channels report on the hunger strike.
- KBS 9 (RPN) had a network of 5 TV Stations nationwide, IBC 13 had 7 TV Stations, and RBS 7 (GMA) only had 2 TV Stations.

1975

- Kanlaon Broadcasting System is now known as Radio Philippines Network. RPN-9 is the home of the famous programs "*John En Marsha*", "*Superstar*", "*Flordeluna*", "*NewsWatch*", "*Champoy*" and some international programming like Marimar.

- **February 1:** IBC-13 split off from the Sorianos and moved to the management composed of Benedicto Group of Companies owned by the late Roberto V. Benedicto. IBC also opened its FM station DWKB-FM the same year.
- **June:** TV channels cover the Muhammad Ali-Joe Frazier boxing match "Thrilla in Manila".
- **Pre-October:** ABS-CBN executive Eugenio Lopez Sr dies of cancer in the United States.

1976

- IBC-13 metamorphosed into one of the country's most viewed TV network with its primetime lineup and full length local and foreign films aired on this channel. This catapulted IBC in the number one slot among 4 rival networks.

1977

- October: ABS-CBN president Eugenio Lopez Jr escapes with future senator Sergio Osmena III from Fort Bonifacio to the United States, starting the Lopez family exile in San Francisco.
- Channels 2 of BBC, 9 of KBS and 13 of IBC move into the new Broadcast City in Diliman, Quezon City.

1978

- Philippine TV channels give live coverage of Pope John Paul II's inaugural mass.
- DYCW-TV and DYBW-TV switched affiliations from BBC-2 to GTV-4/MBS-4.

1979

- President Marcos bans some Japanese Robot Cartoons like *"Voltes V"*.
- **July 30:** *Eat Bulaga!*, the number 1 noontime show in the Philippines first aired in Philippine Television.

1980

- Gregorio Cendaña was named Minister of Information. Channel 4 becomes Maharlika Broadcasting Systems (MBS-4), and begins using ABS-CBN property and equipment from KBS. MBS-4 also started broadcasting in Full Color.

1972-1986

- ABS-CBN shows, stars and employees continue moving to the other channels (Channels 4, 7, 9, 13)

1980

- BBC-2 rebranding as City 2 Television from this year until 1984.

1981

- **January:** TV channels report on the lifting of martial law.
- **February:** TV channels give live coverage of the first Philippine visit of Pope John Paul II, who visits Manila and other key cities in the archipelago.
- **June:** TV channels give live coverage of the 1981 Philippine national elections still with Marcos as president.

1983

- **August:** Philippine TV channels give small airtime on Senator Benigno Aquino Jr.'s assassination and funeral procession. Mitos Villareal, TV director for variety specials, catches the historic 1-million crowd for the late Senator Aquino's funeral on video, later to be aired on Channel 7.

1984

- TV channels cover the investigation on the Aquino assassination by the Agrava Commission.

1985

- **November-December:** President Marcos' declaration of the 1986 snap elections starts the election campaign. All the TV channels cover President Marcos' campaigns leaving little airtime for opposition presidential candidate and Benigno Aquino's wife Corazon.
- MBS 4 had a network of 5 TV Stations nationwide, RPN 9 had 26 TV Stations, IBC 13 had 16 TV stations and GMA 7 had 23 stations nationwide.

1986

- **February:** TV channels cover President Marcos' oath-taking in Malacanang. Channels 2, 9 and 13 go off-air cutting the coverage of Marcos' oath-taking. Channel 4 airs video of President Aquino's oath-taking in Club Filipino in Metro Manila. All TV channels report the departure of the Marcos family from Malacanang and the eventual Siege of Malacanang by the Filipino people.
- **February 24:** MBS Channel 4 went off the air during a live news conference in Malacañang and during an exchange between Marcos and then Chief of Staff General Fabian Ver, at 10 AM, rebel forces attacked and took the ABS-CBN Broadcast Center that was then the home of MBS-4. The station later became PTV-4 that afternoon, with the broadcasts spearheaded by former ABS-CBN talents and newsreaders. This program considered as the return of the ABS-CBN network.

- **February 28:** Eugenio Lopez Jr. returns from exile in the United States to resurrect ABS-CBN.
- **March-September:** The government supervises the stations of Broadcast City site. The Presidential Commission on Good Government (PCGG) orders the release of Banahaw's Channel 2 frequencies to the Lopezes and sequesters Channels 2, 9 (with Radio Philippines Network (RPN) as a new name) and 13.
- **June:** The government grants permits to the Lopezes to operate ABS-CBN's Channel 2 and two radio stations, DWOK 101.9 of BBC renamed as DWKO 101.9 and DWWW 630 of RPN renamed as DZMM 630.
- **July 15:** BBC shut down after being sequestered by the Presidential Commission on Good Government or PCGG, due to its part in the Marcos regime. RPN-9 and IBC-13 also sequestered.
- **July 16:** Channel 2 frequency finally given back to the ABS-CBN network.
- **July 22:** DZMM 630 kHz AM: Ang Himpilan ng Malayang Mamamayan was born at the Chronicle Building on this day. Tiya Dely Magpayo is the first broadcaster of the station.
- **September 12:** The Comeback--ABS-CBN resumes Manila operations on Channel 2 with only bank loans, a franchise, haphazard assembly of old, dilapidated and borrowed equipment, temporary offices at the Manila Chronicle office in Pasig, and an initial staff of 200 people. ABS-CBN also utilized the Lopez' Center in Antipolo having its transmitter stood there.
- **September 15:** ABS-CBN's first logo after it's birth was launched. At first, the channel 2 logo is introduced into ABS-CBN, after the dissolution of BBC in July. The features of the first channel 2 logo is a wing-shaped blue crest with a white curve at the top and a white line as a tail, it has a slogan name *Watch Us Do It Again!* as the station ID aired since the network's revival.
- **October:** DWKO Knockout Radio 101.9 was born, DWKO is the first ever FM radio station with an AM format.
- **October 24:** President Corazon Aquino presides over ABS-CBN's formal resumption of commercial operations.
- ABS-CBN Channel 2 Head Cory Vidanes has been with the company since late 1986, starting as an Associate Producer and has since then been involved in the production of all types of programs – talk shows, variety, reality, game, comedy and drama
- **Post-October:** ABS-CBN joins the then 13-year old Kapisanan ng Mga Brodkaster ng Pilipinas (KBP). It becomes the first Philippine media network to develop a successful world-class broadcast image design. It then resurrects the pre-1972 newscasts Mga Balita Ngayon and The World Tonight (moved to ANC). In this year, it launches the dramas Ina (Mother), Hilakbot (Terror), Luneta: Discovery Hour, Bubog sa Puso (Broken Glass in the Heart) and Angkan (Clan) the comedies Wanbol High (One Ball High), Let's Go Crazy with Jack and Joey and Tin Pan Alley the talk shows Rumors, Facts and Humors and Bar None-the shortest running show on Philippine TV the variety shows Na-Kuh Eto N-APO Sila (Oops...Here They Are), Triple Treat, In-Tux-icating, Variety, Always Snooky and Lots to Catch the current affairs shows including PEP Talk (People,

- Events, Places Talk) with Loren Legarda as host the newscasts Magandang Umaga Po (Good Morning to You) and Good Morning Philippines (later a newscast on regional news)
- **December 31:** ABS-CBN becomes the lowest-rating TV network among all the seven TV stations in Metro Manila, suffering heavy losses.

THE STORY OF ABS-CBN's RESSURECTION

All through long years of the dictatorship, Geny and Jake Lopez had nursed the dream that Marcos would fall. They even dreamed ABS-CBN playing a key role in it, broadcasting to the nation to organize resistance. They knew their dream was far-fetched, but they cherished it nonetheless.

After four years in exile, Jake decided to help make it all happen somehow. In 1982, he tried to infiltrate back into the country from the south, through the Sabah backdoor. But he was intercepted by the Philippine Navy ship Rajah Humabon on October 25, 1982, off the coast of Sulu. Col. Rudy Aguinaldo, his adversary from his first spell in a military prison, wanted to interrogate him, but friendly military officers kept Jake away from him. He was held in a military prison for 15 months. Eventually released in February 1984, he became very active in the opposition.

In the meantime, Ninoy Aquino had been assassinated and the dictatorship was reeling. The economy began to melt down from a full-blown debt crisis. Inflation soared 50 percent and interest rates went to well over 40 percent. Most business activity ground to a halt under this pressure. The poor bore the brunt of the slowdown, and discontent spread across the nation. The country was in the grip of the worst economic and political crisis since World War II, and Ferdinand Marcos was slowly but inexorably losing his grip on power.

Jake Lopez, and Geny's brothers Oscar and Manolo Lopez talked often about strategy and, at one point, decided to revive the cause of ABS-CBN. Oscar said: "Jake Lopez said to me that we had to continue to fight and get back ABS-CBN. By that time, we felt we really had to do something to take part in the struggle against Marcos. So that was what brought about my letter to Benedicto."

On December 19, 1984, Oscar Lopez wrote to Roberto Benedicto to "demand that you vacate our Broadcast Center on Bohol Avenue and allow our 22 provincial radio and television stations by January 19, 1985." Oscar ended his letter with: "We reserve the

right to take at the appropriate time such actions or measures as may be called for to recover the damages we have suffered as a result of your actions."

On December 27, 1984, Exequiel Garcia, comptroller of Kanlaon Broadcasting System (KBS), wrote to Oscar. Garcia claimed that the Broadcast Center had been "sequestered" by government and, therefore, KBS bore no responsibility for what happened to ABS-CBN. Garcia wrote: "You will have to keep up your demands with the government." The government, for its part, ignored the Lopezes, completely.

This was only to be expected. Oscar and Jake knew the December 1984 letter was a bluff. In a country where the judiciary was in one man's pocket, there was no chance of the Lopez family receiving justice for the theft of ABS-CBN. But they felt that, even if their letter brought no response from the regime, simply disseminating the truth about what happened to ABS-CBN would be victory enough.

On January 10, 1985, Oscar Lopez had a well-attended press conference at Club Filipino in San Juan demanding the return of ABS-CBN. Neither Benedicto nor Marcos made any response, but the facts about ABS-CBN received a good deal of publicity in the aftermath—pushed along by a series of articles by Jake. The story of the seizure of ABS-CBN joined a number of recent exposés that chipped away at the myth that Marcos had built around himself. The Washington Post and the New York Times had exposed Marcos's fake war medals, and other investigators were not focusing on the Marcoses' ill-gotten wealth that had been hidden away abroad. The theft of an entire network only underlined the real character of his regime.

Fourteen months after Oscar sent that letter to Benedicto, Jake Lopez would indeed find a "measure" with which to recover ABS-CBN.

The journey to revolution began on November 3, 1985. For over two years, Marcos had been helpless as the economy crumbled, weakened by years of plunder by his family and cronies. In an attempt to silence his critics and reclaim a popular mandate, Marcos went on the American ABC-TV show "This Week with David Brinkley" and announced a snap presidential election. The polls were set for February 7, 1986. The wily old politico counted on the opposition being unable to field a single candidate. Running against a divided field, Marcos expected an easy victory.

He was wrong. On December 11, 1985, the once-fragmented and feuding opposition forces united behind Ninoy's widow, Corazon Cojuangco Aquino; her erstwhile rival Salvador Laurel agreed to be her running mate. The opposition campaign was initially disorganized, but it gained steam over time as the people took its message to heart. By the first week of February, US Embassy analysts were estimating that Cory Aquino would win 60 percent to 70 percent of the votes.

In January 1986, GMA-7 ran several campaign spots for Cory Aquino, the only TV station to do so. The spots were aired on the instructions of Freddie Garcia and Rolly Cruz, who caught fire from the GMA bosses for doing so. Freddie Garcia said: "During the election of 1986, I gave Cory's campaign some TV spots without telling the owners of the station. So what we were giving Cory was just to give her a fighting chance."

Rolly Cruz said: "We even helped Cory people to pay for the spots. Malacañang was furious, so we had to lie low after a while. But at least the spots were aired."

On the day of the snap elections, February 7, 1986, fraud and terror were widespread, but the will of the people was clear. Foreign observers concluded that Cory Aquino had won 60 percent of the vote—even after taking into account all the cheating by the administration—including vote-buying, disenfranchisement of voters, tampering with election returns, intimidation, harassment, terrorism and murder. A US observer team that included Sen. Richard Lugar arrived at similar conclusions.

Nonetheless, despite all the indications that Marcos was stealing the election, Ronald Reagan stood by his old friend. On February 15, 1986, the Marcos-controlled parliament, Batasang Pambansa, declared him the victor of the snap elections. In response, on February 16, Cory Aquino launched a nationwide civil-disobedience campaign, aimed at bringing down Marcos.

Marcos geared up for retaliation. The military units loyal to Gen. Fabian Ver began to prepare "Operation Mad Dog," a massive crackdown to round up, imprison and decimate the opposition. Jake Lopez said: "We were always monitoring the situation. There was already word that all the top opposition leaders would be arrested. I had a cousin who

was a colonel, and he told me that the AFP was already conducting exercises how to collect all these oppositionists and bring them to Carballo Island in Manila Bay."

Other military units, who were part of the Reform the Armed Forces Movement (RAM) and were loyal to Defense Minister Juan Ponce Enrile, began preparing a coup against Marcos. The stage was set for a bloody confrontation. What came, instead, was a nonviolent uprising that would startle the world.

On the night of February 22, millions of Filipinos learned from Radio Veritas that Gen. Fidel Ramos and Defense Minister Enrile, began preparing a coup against Marcos. They had fortified the national defense headquarters, Camp Aguinaldo, and were prepared to fight for their lives. Enrile announced that Cory Aquino was cheated of her poll victory by Marcos, and also confessed that, back in September 1972, he had staged the ambush on himself to create a pretext for martial law. Military units loyal to Marcos began moving into opposition for a full-scale assault on Enrile and Ramos. Jaime Cardinal Sin had issued an appeal for the people to come to Camp Aguinaldo to protect Ramos and Enrile. By the afternoon of the next day, close to a million people had flooded EDSA, the broad thoroughfare outside Camp Aguinaldo.

Over in San Francisco, Geny Lopez was watching TV and marveling. He said: "It was around two in the morning. I woke up when the phone rang. My brother Manolo said: 'Things are happening here, Manong. Watch CNN.' Which is what I did; I stayed glued to CNN for the next few days. I saw what was happening, because the coverage of the CNN was just fantastic. I said to myself: 'It looks like this is really the beginning of the end for Mr. Marcos.'"

As the situation in Manila turned critical, the ABS-CBN Broadcast Center remained at the center of Jake Lopez's thoughts. Jake said: "When the revolt broke out on February 22, I alerted some friends: Jimmy Navarro and also Prinsesito Pascual, the president of the union of the old ABS-CBN. We agreed that [the rebel group] would need media support to win. So we agreed to wait for developments. We had to be ready to move."

The sign he was waiting for came on Monday morning, February 24, at 9:56 a.m. when Marcos was speaking in a televised press conference about the crisis. Nationwide, the TV screens suddenly went blank.

The signal for the press conference was coming from MBS-4, in the Broadcast Center. At around 9:30 a.m. on February 24, rebel soldiers, led by Col. Rudy Aguinaldo and Maj. Sonny Razon, attacked it. After a short, intense firefight, Lt. Col. Arthur Balmaceda, the commander of the loyalist soldiers guarding the network, agreed to pull out. The loyalist forces left. Technicians at the MBS-4 master control stopped transmitter operations. Finally, the man who shut down Philippine television in September 1972 was himself knocked off the air.

Soon after, Jake Lopez, Jimmy Navarro and Prinsesito Pascual arrived at the Broadcast Center. The rebel officers recognized Jake as the former GM of ABS-CBN and a member of the opposition. They let him and his friends in to get the station back on the air and have it start broadcasting for the rebels.

Jake said: "So we went inside ABS-CBN. This was the first time I had been inside this complex in 14 years. I supervised the construction back in 1966-68, so it really had a place in my heart. But the corridors of the Broadcast Center were dark and deserted. The technicians had gone into hiding when the firing had started outside. I was looking for some of the broadcast engineers. All I needed were a few engineers to put it on the air. All I needed was one man to run the transmitter, one in the Technical Operations Center (TOC), and one cameraman, and then we would be on the air. But for a while, I couldn't find any technician. The first man I saw was a cameraman, someone I knew from the old days. So I asked him: "Where is everyone?" He said that everyone was hiding because of the firing outside. One man, a senior engineer, had actually died of a heart attack because of the stress."

Jake and Jimmy Navarro went around reassembling the station's technical crew, many of whom knew them from the days of the premartial-law ABS-CBN: "We gathered the people who were hiding and I spoke to them. I said: 'We have to put this station back on the air.'"

To do that, he needed and got a lot of help from some more ABS-CBN veterans. Director Johnny Manahan was among them. He recalled: "We had been getting signals from Jimmy Navarro to stand by because they might try taking over the station. So that day [February 24], some friends and I went to ABS-CBN. Once we got here, there was still some firing going on. We got right up to the gate and we heard helicopters hovering just

above the roof, and there were lot of soldiers, but we didn't know what was happening really. We climbed over the fence."

He went on: "Then I saw some of the old ABS-CBN people there. Together, we became an ad hoc group to run the station. We were not really organized. It was kind of chaotic. We just said: 'Let's get on the air.' So this station became the communications center [of the revolution] because it was broadcasting live. We were manning the studios, handling security, deciding who would get on the air. It was not a top-down kind of thing. There was no one guy in charge."

Fittingly enough, when the station came back on the air, the first words spoken were by an ABS-CBN veteran, Orly Punzalan. Orly said: "I was then station manager of Radyo Veritas; our transmitter was destroyed by government troops. That Monday morning, we were monitoring the TV broadcasts when one of my people said: 'Tatang, biglang nawala ang Channel 4 [Sir, Channel 4 has suddenly gone off the air].' I had a hunch that this was it. So I brought my people, Frankie Batacan and some technicians, to the Broadcast Center. When we arrived, I saw a friend, Col. Mariano Santiago. I said: 'Mar, we're here if you need us.' He let us in."

Orly added: "Inside the Broadcast Center, I saw Atty. Jake Lopez. He said: 'Orly, you know the place; you know what to do.' Frankie Batacan and the technicians went to the basement, and got everything up and running. It took some time; we arrived at 10 a.m., we got on the air shortly after 1 p.m. I was given the privilege to reopen the station. The floor director gave me the signal. I said: 'Channel 4 is back on the air to serve the people. Now you will get the truth from this channel.' And everyone in the studio was clapping. For me, it was such a big honor to do that."

That first broadcast came at 1:25 p.m. on February 24. Marcos's Mahar*lika Broadcasting System was now redubbed the "People's Television Network." Johnny Manahan directed an improvised public-affairs show in Studio 3. The on-air talents included Orly, June Keithley, Maan Hontiveros, Noel Trinidad and Subas Herrero. Among the volunteers who worked backstage for this show were some who would later become ABS-CBN executives, such as Salvii Casino, Mariol Alberto, Enrico Santos, Charie Villa and Joanna Gomez.

Enrico, then 22, said: "I was one of those who climbed over the fence and did that news show. Someone asked: 'Who can write around here?' I just raised my hand. So I was told to write news stories on index cards and hand them to June Keithley, Fr. Efren Datu, Noel Trinidad and Subas Herrero. That's what we did, in 24-hour shifts."

Salvii Casino fed the newsanchor David Nye with up-to-the minute newsbites relayed by long-distance telephone from New York, where relatives of Salvii were watching the reports of CNN and ABS news crews in Manila. The news took a circuitous route, but it worked.

Johnny Manahan recalled: "Gen. Ramos called. He wanted footage of the Edsa uprising to be shown on television. At that time, we had no news camera. Before we took over, Channel 4 took out all the vans, all the equipment, the U-matic cameras. There were only Video 8s, Betamax cameras. I was so used to professional things, I didn't think about using these 'toy cameras' to cover the Edsa thing. But somebody reminded me we had the 'toy cameras,' so we started sending people there to cover it. And we were able to get from the Americans a copy of that famous footage of Ramos jumping into the air."

Then, ABS-CBN's ace director Mitos Villareal directed a helicopter to take aerial footage of the crowd at Edsa. The liberated Channel 4 aired her footage, as well as shots of the inauguration of Cory Aquino in the morning of February 24. These broadcasts clearly demonstrated to the national that the Marcoses were finished.

Jake said: "When we went back on the air, we started to invite some politicians to come and they would come over, but they would not stay long, because the report was the Marcos forces would attack the station." This was actually true; the night of February 24, Marcos's son, Bongbong, was crafting a plan that had him leading an assault on the Broadcast Center. The plan was aborted at the last minute.

Orly said: "On the air, I called on our old friends from the old ABS-CBN. We called on them to come back and help—people like Bong Lapira. They came quickly. We were no longer nervous because there were so many of us now inside the studio. And the broadcast continued."

Some veterans came back to Bohol Avenue wearing their old ABS-CBN bush jackets. They would say to all who would listen: "For many years, I've kept this jacket for a day like today."

An impromptu reunion began at the Broadcast Center as old comrades embraced. "O, pare, saan ka ngayon?" O, puti na ang buhok mo." It was a time for many smiles and reminiscences, and not a few tears. Veterans like Johnny Midnight, Cris Daluz and Betty Mendez showed up to work.

Jake added: "So that was the story of the takeover of ABS-CBN. The streets outside were full of people, there to protect us from the soldiers of Marcos. It was outstanding. We were really thrilled. Imagine, for 14 years, we were kept outside [the Broadcast Center], and then the revolution happened. I am glad that we had a chance to participate."

Johnny Manahan said: "It meant a lot to me personally just to get inside the Broadcast Center again. We felt: Let's get ABS-CBN back; let's get this Broadcast Center back. And then I saw the old ABS-CBN veterans like Jimmy Navarro and Attorney Jake there, and that was a great sight to see."

Jimmy Navarro said: "Getting back to ABS-CBN was beautiful. Beautiful, maniwala ka."

As elated as the ABS-CBN veterans were, it was also a bittersweet moment. Orly Punzalan said: "We veterans felt so much nostalgia and also sad. The buildings had been poorly maintained; the bathrooms smelled bad. The lights and corridors were not well kept. It used to be spic and span before. Then for us to see what we had worked so hard to build in a shambles was so sad. Naku, ang sakit pala sa dibdib."

The veterans found out that MBS had been systematically pillaged by some of its own staff, so that much of the movable equipment, such as cameras, were missing. It had accumulated some P13 million in unpaid Meralco bills, but had only P154 in cash in the till. Jake Almeda Lopez says: "It broke my heart to see the station this way, in such dirt and disrepair. I had supervised the building of it, after all, for two years, from 1966-68. I knew every nook, every cranny. It was a beautiful place. This was then the second most

advanced broadcast center in Asia, next to NHK in Japan. To see it in such a sorry state was really painful to me."

And yet Jake provided a reminder to all the veterans of what attitude they had to take. As Salvii Casino said: "Of all the sights I saw during the revolution, I will never forget one glimpse I had of Attorney Jake. In the afternoon of February 24, he came into the newsroom, where I was busy working on the news, and looked around. And the place was a mess because we were rushing to put the news program on the air. So he stopped, picked up a crumpled piece of paper—I think it was a discarded draft of a news story we had just read on the air—and he put it in the wastebasket. I was really touched by that: imagine someone like Attorney Jake, our boss, doing something like that. I think he was also telling us that, after all these years, the station was ours again, and that, therefore, we had to take care of it. I think he was saying that it was time to get back to work."

Because of the ABS-CBN veterans' role in recapturing the Broadcast Center and running it, the Lopezes' right to the Broadcast Center was not questioned by the new government. Joker Arroyo, executive secretary to the new president, Corazon Aquino, signed an executive order designating Jake Lopez as OIC of the Broadcast Center. (There was a brief attempt by some of Juan Ponce Enrile's officers, including Col. Eduardo Ermita, to take over the station from Jake, but they gave up when they realized they didn't know how to run a TV station.) And because possession, as they say, is nine-tenths of the law, that order by Joker Arroyo paved the way for the return of Geny Lopez to ABS-CBN, and the Broadcast Center to him.

WHEN Geny saw the events of February 24, with his beloved Broadcast Center back on the air, he made up his mind: "I made reservations to fly back to Manila as soon as I could. Things were unraveling so fast. I wanted to be home as soon as possible. I felt that this was where I belonged anyway. This was what I had been waiting for. I wanted to be with my friends, my relatives, with our people and to participate in a very significant event in our history."

He could not get back fast enough to see the end of the regime. At 11 p.m. on February 25, the dictator and his family fled to Hawaii.

On the flight back to Manila, Geny met Gloria Romero, his star from the old ABS-CBN's The Gloria-Luis Show, who was also rushing home. Gloria said: "I embraced him, I was

so thrilled to see him. I said, 'Sir, when ABS-CBN opens again, don't forget me.' Genny said yes and kept his promise.

Saturday, March 1. Shortly before noon, Geny and Chita Lopez arrived in the Manila International Airport, to be greeted by a large crowd of relatives, friends and former employees. A man who had left the country covertly in 1977 came home in triumph. He said: "I'm euphoric, I'm numb, I'm speechless. I knew I'd be home again someday. But I never thought that it would be so soon."

A few days later, Geny called many of his old friends and former ABS-CBN employees for a Thanksgiving Mass at the Chronicle (now Benpres) Building in Pasig. For almost everyone, it was the first time they had seen Geny in many years. There were embraces, quips and tears. The ABS-CBN veterans came confident that Geny would soon revive the network and take them all back to the top.

After Mass, Geny made a short speech, to thank everyone for coming and to share his hopes for the future. In the end, however, he was overcome by emotion. The enormity of all that had happened—all the little miracles that had enabled him to stand where he was that morning—was just too much. Tears filled his eyes, and his voice died away.

Update on the History of Philippine Television

- In 1974, KBS 9 (RPN) had a network of 5 TV Stations nationwide, IBC 13 had 7 TV Stations, and RBS 7 (GMA) only had 2 TV Stations. By 1985, MBS 4 had a network of 5 TV Stations nationwide, RPN 9 had 26 TV Stations, IBC 13 had 16 TV stations and GMA 7 had 23 stations nationwide.
- In 1987, ABS-CBN 2 had a total of 2 stations nationwide, GMA 7 had 25 stations, RPN 9 had 19 and IBC 13 had 6 stations nationwide. In 1993, ABS-CBN 2 had a total of 14 stations nationwide, ABC 5 had 8 stations, GMA 7 had 35 stations, RPN 9 had 23 stations and IBC 13 had 20 stations nationwide. In 1996, ABS-CBN had 25 stations, ABC 5 had 9 stations and GMA 7 had 33 stations. By 1998, ABS-CBN had a total of 25 stations nationwide while GMA 7 had 42 stations nationwide.

In 2005, ABS-CBN operates 33 TV stations nationwide. GMA 7 operates 46 TV stations, NBN 4 operates 27 stations, and RPN 9 operates 7 stations.

Feb. 21, 1992 - ABC Channel 5 was formally inaugurated in their all new studio complex in Novaliches Quezon City. **Feb. 21, 1992** - ABC Channel 21 Cebu becomes the first local UHF TV station in the country. **May, 1992** - Southern Broadcasting Network of Davao launched SBN Channel 21, the first local UHF TV station in Metro Manila. It was then known as World TV 21. The idea is to bring back programming similar to the forceably shut down FEN Channel 17 of the former Clark US Air Base a year earlier due to the eruption of Mt. Pinatubo. **May, 1992** - Ermita Electronics Corp. launched the country's first UHF TV station fully devoted to rebroadcasting a foreign satellite channel with the then STAR-TV- controlled MTV Asia on Channel 23. **October 1992** - Byers Communications Corp. launches Intelvision 68 from a transmitter in Antipolo City. It becomes the first UHF station to introduce subscription TV. Its signals are encrypted in January. However, 6 months after, it folded up due to intense competition from cable. During President Ramos' administration, IBC 13 and RPN 9 were planned to be privatized to generate government funds, but unfortunately it did not materialize. **August 1993** - Rajah Broadcasting Network became the first radio-based network to launch a TV station called RJTV 29, with a part music video and part home shopping format. It pioneered the first home shopping network in the country. **Oct. 31, 1994** - Radio Mindanao Network became the second radio-based network to launch a TV station called CTV31. It is also the first UHF station to be inspired by the format of a cable movie channel. **July 1, 1995** - GMA Network Inc. launches Citynet 27, becoming the first major radio-television network to operate a UHF TV station. It attempted to broadcast programming from the old Martial Law GMA 7 days. **October 5, 1996** - ABS-CBN launches Studio 23, becoming the second major radio-television network to operate a UHF TV station, and the first on UHF to adopt a general programming format. Since their introduction, other UHF stations never recovered in terms of ratings. **1997** - RJTV 29 became the first home of a new breed of local televangelists and became a vehicle for

a then obscure sect leader Bro. Eli Soriano to become popular in their television program "Ang Dating Daan".**1999**- Citynet 27 becomes EMC, the first locally programmed music video channel. It later became Channel V Philippines when it struck an agreement with STAR TV to localize the said music channel.

1999- Audits of Great Britain operated in the Philippines. AGB Philippines, Inc. is the first AGB Group-affiliated TAM provider in Asia Pacific.**2000** - ETV 39 was launched, attempting to become the first free to air gambling channel on UHF with the nightly Bingo Pilipino draws. It fizzled out by late 2000 as former president Joseph Estrada banned its draws in response to public clamor.**2000** - Eagle Broadcasting Corp. launches Net 25, the first free-to-air documentary and technology channel inspired by Discovery Channel and Tech TV. It becomes the third radio based network to launch a TV station.

2001- IBC 13 and VTV Corp. and Vintage Enterprises Inc., both owned by Carlos A. Velez, signed into contract, allowing the latter 40 hours of airtime on Channel 13 and 10 additional hours, including five hours prime time, plus all the breakspots during primetime. 'Who Wants to be a Millionaire?' hosted by Christopher de Leon became phenomenal. On its first season, it averaged on a primetime rating of 25%. It later reached an all-time high of 38% rating beating ABS-CBN and GMA 7.

January 1, 2001- MTV Asia becomes MTV Philippines, a localized version of the all time favorite cable channel, through NBC UHF Channel 41. It was the only MTV channel being localized and aired for free in an Asian country.**April 26-30, 2001** - Net 25 became the first UHF station to broadcast a political event from the opposition and the only station to broadcast in full the infamous "Edsa Tres". The coverage was only stopped with an order from the Iglesia ni Cristo upon the request of the government.**June 15, 2001** - Zoe TV Channel 11 gives up 95% of its programming to CNBC Asia, making it the first VHF station to rebroadcast a foreign cable channel. The country is the only one carrying the channel without any subscription fee on a part-time basis.**July, 2001** - Channel V Philippines closes down because of conflict of interest between the owners of GMA, which was then being considered by PLDT, who handles MTV Philippines via NBC, one of its subsidiaries.**October, 2001** - After more than a year of test broadcasts, NU TV Channel 37 was formally launched as UNTV, the first alternative locally programmed music video channel."

2003 - IBC-13 stopped airing Philippine Basketball Association Games

2005 - RPN-9 celebrates its 45th Year anniversary

TV Patrol (Note)

ABOUT THE PROGRAM:

Since 1987, TV Patrol has been offering news, public service and entertainment to the Filipino audience it serves on ABS-CBN, and globally on TFC. So much has been offered by TV Patrol that it continues to earn more and more viewers and to be in service to the global Filipino for the past 2 decades.

On TV Patrol's original menu are news happening in and out of Metro Manila--more of national news (Ulo ng Mga Balita), local government news and the peace-and-order news or news dealing with police/crime (the brutally popular segment for the viewers and the critics alike: from Blood and Guts, to Pulis Report, Wanted and Mission Expose to Ronda Patrol). It later expanded to include regional news (Ronda Probinsya) and global news (World Patrol) which affect the global Filipino.

Public service is also on the menu, featuring news on various people needing help from their disability or a recent man-made/natural calamity (from Lingkod Bayan to Lingkod Patrol to Gabay Kapamilya) and later including citizen empowerment (from PULSO/Pangkalahatang Ulat Laan Sa Opinyon and Hoy Gising to Citizen Patrol and Boto Mo I-Patrol Mo).

Entertainment is there on the menu with news on the Philippine entertainment scene (from Reel to Real, to Star News, to Star Patrol), news events focusing more on the emotional news, the dramatic news and the comic/funny/light news, and the added trivia after the Philippine climate/weather news--then by Ka Ernie Baron, now by Kuya Kim Atienza. Adding to that are live interviews that can go on at any direction (one of them the Kris interview by Korina in 2003--one of the highest rated editions in Philippine TV history, making the newscast truly number 1 among viewers). Entertainment is also in the form of interactive greetings of Filipino families and friends (Bridges on the Air) that can go on at any direction, and live coverage of Philippine fiestas and celebrations that would include song-and-dance numbers.

TV Patrol has been the launch pad of various careers of news anchors and broadcast journalists not only in ABS-CBN, but also in other TV networks in the Philippines. These people were able to deliver the news (national, regional, global and even local--covering

Metro Manila, Bulacan, Laguna, Rizal and Cavite), help the people via public service (and even dish out entertainment) via the institution that is the legendary newscast TV Patrol. Also, TV Patrol has been the launch pad of various ABS-CBN shows-among them Balitang K and Hoy Gising, also Mga Kuwento ni Marc Logan and eventually the regional flavors of the newscast and by May 2007-Boto Mo I-Patrol Mo.

HISTORY:

With the reopening of ABS-CBN Manila (and eventually the whole ABS-CBN) in 1986, the post-EDSA 1 edition of Balita Ngayon (its Filipino-language newscast in the 1960's)--with actor Robert Arevalo and radio anchor Mel Tiangco as anchors--was launched. After few months, people in ABS-CBN Manila proposed an all-new newscast to replace Balita Ngayon, which was viewed by a few people then. ABS-CBN Manila was in 5th place in viewership levels among all the Manila TV channels.

Planned in January 1987 and launched on its premiere telecast on 2 March 1987, TV Patrol was an innovation and a sensation that time--it combined news with public service and entertainment. And TV Patrol history became ABS-CBN history--it became the number 1 night-time show in Metro Manila after few months, as it took the entire Philippines by storm later on; so is ABS-CBN. It was able to serve not only the people in Metro Manila but also the entire country. For the launch, Robert and Mel stayed; they were joined in by another radio anchor Noli de Castro and an actress-TV personality Angelique Lazo. Noli was soon joined by other anchors as the original anchors left--Robert in 1987 (to be replaced by Frank Evangelista, another legendary TV Patrol anchor), Angelique in the early 1990's and Mel in 1995. When one anchor cannot arrive, another has to take place--giving rise to replacement anchors.

1988 saw the launch of regional flavors of TV Patrol to serve the people in various locations of the country--from Northern Luzon, Central Visayas and Southern Mindanao to Laoag, Iloilo, Tacloban and Socsargen. The launch of ABS-CBN's global Filipino TV channel TFC (The Filipino Channel) in 1994 was also the launch of a special global edition to serve the overseas Filipinos, eventually including reports from the network's global news bureaux.

Events covered from 1987 by the national/regional/global edition include the Philippine fiestas (among them the annual Quiapo fiesta), international events like the meetings of the United Nations (one in Egypt in 1990's) and Asia-Pacific Economic Cooperation (one in Manila in 1996), coups against President Corazon Aquino (the worst was in 1989),

assassinations of Cory-era personalities (Lean Alejandro, Rolando Olalia, Joe Pring), the May 1987 senatorial and congressional elections, rebel Rizal Alih's dramatic Zamboanga attack, rebel soldier Alexander Noble's Northern Mindanao revolt, the 1990 Northern Luzon earthquake, 1991 Southeast Asian games in Manila, the Mount Pinatubo explosions (1991 onwards), the Philippine national elections (1992 and 1995), the 1994 Tawi Tawi solar eclipse (that caused the rift between news teams of ABS-CBN and NBN-PTV then, and Noli's publicized emotional outburst), the 1990's blackouts/oil price hikes, the 1993 Mayon Volcano explosion, events related to the controversial General Agreement on Tariffs and Trade/GATT, the 1994 Manila film fest awards night scandals, the 1995 nationwide protest versus the Pacific atom bomb test, the cases of Filipina workers Victoria Suller (early 1990's in India), Flor Contemplacion (1994 in Singapore) and Sarah Balabagan (1995 in the Emirates), the 10th anniversary of EDSA Revolution 1 (1996), the visit of Pope John Paul II (1995) and Mexico's number 1 actress-singer Thalía (in 1996), the 50th anniversary of the final battles of World War II in the Philippines (1994-1995) and the 50th anniversary of Bolinao Electronics Corporation-the predecessor of ABS-CBN Manila (1996).

1997 saw Noli as the national edition's solo anchor until 2001 when he left ABS-CBN to serve the people as Philippine Senator (and in 2004 as Philippine Vice President). The show covered events like the situation of Filipinos in Hong Kong during its handover from United Kingdom to China (1997), the 100th Anniversary of Independence of the Philippines (1998), the 1998 Philippine National Elections, the Nationwide/Worldwide New Millennium Midnight Celebrations (Year 2000), 2000 government war with Moro Islamic Liberation Front and the 2000 President Estrada Impeachment Trial-a first in the country and in Asia-that led to the second EDSA Revolution (2001).

By 2001, Korina Sanchez (replacement anchor for Mel Tiangco and Kata Inocencio, 1995-1997) took over with Henry Omega Diaz (Noli's, 1997-2001) and Aljo Bendijo (anchor of the ABS-CBN Davao City edition). TV Patrol covered the 2001 Mendiola Bridge Siege, the 2001 national elections, 9-11-2001 and subsequent global terror attacks and the Philippine government's war versus terrorists, the 2001 war in Afghanistan, 2000-2001 Abu Sayyaf kidnappings and attacks, the 2001 Abu Sayyaf kidnappings, the 2001 Fil-Aussie family massacre at Australia, the death and funeral of ABS-CBN stars Nida Blanca (2001) and Rico Yan (2002).

By 2003, Julius Babao (Noli's another long-time replacement, prior to 1997) joined Korina. They covered the 2003 SARS epidemic in Hong Kong, 2003 Attack on Iraq, US President George W. Bush's visit to Manila (2003), the 2003 coup versus President Arroyo, the 50th Anniversary of Philippine TV and of ABS-CBN Manila (2003), the 2003 fever by ABS-CBN's first daily Taiwanese drama-comedy series Meteor Garden

bundled with the year's visit of the Meteor Garden stars, the top-rated 2003 publicized controversy of Kris Aquino, the 2004 national elections, and the 2004 abduction, miraculous release and homecoming of OFW Angelo dela Cruz from Iraq (that caused rift between news teams of ABS-CBN and GMA).

Soon special editions of the newscast for the weekends were in place to give way for ABS-CBN's special coverages of national and global news, eventually paving way for the regular run of the weekend editions in 2004--with anchors Henry Omega Diaz and Ces Orena Drilon (Korina's replacement, 2001-2004).

2004 saw Korina's announcement of her resignation from the national edition to make way for the fusion of the national and the global editions--now named TV Patrol World. For the daily edition, Julius stayed and had co-anchors in Ted Failon (Frank Evangelista's replacement, prior to 1997) and Karen Davila (ABS-CBN's late night newscaster since 2001). Nina Corpus, and eventually Phoemela Barranda, anchored the news on the local and international entertainment scene. Henry and Ces stayed for the weekend edition to be replaced in 2005 by Bernadette Sembrano (Ces' replacement, 2004-2005) and in 2006 by Alex Santos (also anchor of the ABS-CBN Davao City edition).

The World edition has covered the 2004 Asia-Arabia-Africa Tsunami disasters, the emotion-filled deaths and funerals of actor-presidential candidate Fernando Poe Jr (2004) and Pope John Paul II (2005), the 2005 installation of Pope Benedict XVI, Hello Garci (2005), the impeachment attempts versus President Arroyo via Philippine Congress (2005 and 2006), the typhoon disasters of 2004 (in Quezon) and 2006 (in Leyte, Metro Manila and Bicol Region), the 2005 Southeast Asian Games, the Asiad 2006, the first Filipino ascent to Mount Everest (2006), the recent Middle East conflict (2006), the 2006 Philippine nursing exam scandals, the ups and downs of Filipino boxing champ Manny Pacquiao (2005-2006) and the 2007 Philippine national elections.

ANCHORS:

Robert Arevalo: Originally an anchor of the 1986-1987 Balita Ngayon (a 1960's Filipino language newscast) he was included in the original TV Patrol (TVP) lineup before he resigned in June 1987, paving the way for Frank Evangelista. He continues to be an actor in various movies and TV shows today.

Noli de Castro: A radio anchor during Martial Law, he exhibited talent and charisma that made his name, his moniker Kabayan and TVP eventually (and his trademark-turned-long running top rating current affairs show Magandang Gabi Bayan) not only as a household name, but as an institution. He was joined by 3 anchors from 1987 until 1997 when he went solo, before running and eventually winning as Philippine Senator in 2001 and as Philippine Vice President in 2004.

Mel Tiangco: A radio personality and a co-anchor of Robert Arevalo in Balita Ngayon, she was included in the TVP line-up--anchoring the dramatic Lingkod Bayan segment--until 1995, when she moved to GMA Manila to host news and current affairs shows--among them long-time TVP competitors Saksi, Frontpage and now, 24 Oras.

Angelique Lazo: An actress of the 1980's, she was one of the TVP anchors who dished out the immensely popular Star News segment before moving to the United States and eventually returning to host various shows of Manila stations of GMA, RPN and NBN.

Frank Evangelista (+): Passed away since 2004, he was the first replacement anchor (replacing Robert Arevalo) until 1997 (the year when TVP went solo with Noli de Castro) when he hosted a variety of shows on Sarimanok News Network (now ABS-CBN News Channel/ANC). Before TVP, he was a staffer in a number of shows in ABS-CBN before Martial Law.

Alou Camua: She was the replacement anchor for Angelique Lazo's Star News segment.

Patricia Opel: She was the replacement anchor for Star News segment of Angelique Lazo and Alou Camua.

Tintin Bersola: She became the final replacement anchor for the Star News segment until 1997 as she co-hosted ABS-CBN's Showbiz Lingo. It was in TVP that she first met her husband-to-be Julius Babao. She continued to host beyond 1997 various ABS-CBN shows Talk TV, Etcetera and the legendary morning news-variety show that started morning shows on Philippine TV: Alas Singko Y Medya (Magandang Umaga Pilipinas-MUP).

Julius Babao: He was replacement anchor for Noli de Castro before 1997, reporter of national/local news, host of the ground breaking Web Patrol @ ABS-CBN.com, and replacement host for Noli on Magandang Gabi Bayan (2001-2004) before being co-anchor to Korina Sanchez in 2003. He is the current TVP World (TVPW) anchor, as he hosts shows on ABS-CBN DZMM Manila Radio and ABS-CBN Manila TV, namely X-Klusibong, X-Plosibong X-Pose and MUP (since it was named Alas Singko Y Medya), where he acts as co-host to wife Tintin Bersola.

Kata Inocencio: She reported the national news--mostly on the Corazon Aquino administration until 1992, and on the Malacanang Palace events--before being replacement anchor for Mel Tiangco from 1995 to 1997 as she handled the Lingkod Bayan segment. She went on to host shows sponsored by ABS-CBN Foundation, until she became a media executive for Jesus Is Lord Movement.

Korina Sanchez: Prior to being replacement anchor for Kata Inocencio from 1995 to 1997 and reporter of national/local news, she worked as correspondent on the Manila station of NBN (then called MBS in 1980's) before moving to ABS-CBN in 1986 to host Magandang Umaga Po (with Noli)-the predecessor of Alas Singko y Medya (now Magandang Umaga Pilipinas). After 1997, she continued reporting national news, and hosting the TVP segments-turned-shows Hoy Gising (then co-hosted by Kris Aquino, Ted Failon, Ruth Abao Espinosa) and Balitang K (with Julius Babao, Tintin Bersola, Cheryl Cosim and Gilbert Remulla as replacements). She was main anchor again in 2001 with Henry Omega Diaz and Aljo Bendiño, and in 2003 with Julius Babao-as she co-hosted Morning Girls with Kris Aquino. After announcing her resignation in 2004 to make way for TVPW, she continued to host Rated K and other shows on ANC. She is ABS-CBN's Chief National-Global Executive Correspondent, and a current anchor in ABS-CBN's late night newscast Bandila.

Ted Failon: Before anchoring TVPW in 2004, he was replacement anchor for Frank Evangelista, as he anchored various segments like Mission Expose and Hoy Gising (which he hosted as a show with various anchors). He hosts the ABS-CBN DZMM Manila Radio show Tambalang Failon at Sanchez with Korina Sanchez since the 1990's. After running as congressman for the province of Leyte in 2001, he returned to the DZMM show, to the newly-revived Hoy Gising Kapamilya (this time with Connie Sison and Bernadette Sembrano) and eventually to the newscast he once anchored as replacement.

Ernie Baron (+): He was a radio anchor and a long-time reporter on Philippine climate/weather conditions and also called the Filipino Walking Encyclopedia before his death in 2006. He was also a host of the radio and TV versions of the show Knowledge Power.

Marc Logan: As he is a long-time still-standing reporter of local/regional news and and segment anchor for TVP's light news (that define the entertainment on TVP), he was host to most of ABS-CBN's light-and-funny current affairs shows, the most recent being Vid-Joking.

Henry Omega Diaz: He was the veteran Mindanao journalist and the award-winning newscaster who was replacement anchor for Noli de Castro (1997-2001) as he reported national news--especially those on the Mindanao conflicts--and acted as segment reporter for Magandang Gabi Bayan. He has even anchored the national TVP live in various cities in Mindanao. He was main anchor again in the 2001-2003 national edition with Korina Sanchez and Aljo Bendijo; then he became special reports anchor and public service anchor from 2003-2004, until he anchored the newly-baked weekend edition with Ces Orena-Drilon (and eventually Bernadette Sembrano) from 2004 to 2006, as he was also co-host of Magandang Gabi Bayan (MGB). He is a current anchor of the ABS-CBN late-night newscast Bandila and host of X-Klusibong X-Plosibong X-Pose.

Aljo Bendijo: Prior to national TVP in 2001 (he anchored the local news-mostly peace-and-order news), he was co-anchor to Girlie Balaba in the ABS-CBN Davao edition. He continued to report national and local news-among them the 2004 national elections-until 2006, when he became co-anchor to Connie Sison in the RPN Manila late-afternoon newscast.

Ces Orena-Drilon: Prior to national TVP as Korina's replacement (2001-present), she reported national news-mostly dealing with the military, and among them the 1989 coup against President Corazon Aquino-as she hosted shows like Usapang Business and Pipol. She became main anchor for the weekend editions (alongside Henry Omega Diaz) until 2005, when she co-anchored the late night newscast Insider with Atty. Dong Puno. She is Karen's replacement for TVPW, current anchor in Insider's replacement Bandila, and part of The Correspondents.

Cathy San Gabriel: Prior to national TVP as Korina's replacement (2001-2003), she handled the daily hourly news updates on ABS-CBN Manila- Breaking News (now News Patrol).

Pinky Webb: Prior to national TVP as Korina's replacement (2003-2004), she anchored the newscasts on ABS-CBN DZMM Manila Radio and ABS-CBN News Channel (which she continues today). She is Korina's replacement for Bandila and Karen Davila's replacement for TVPW, and anchor of the daily News Patrol.

Cheryl Cosim: Prior to national TVP as Korina's replacement (2003-2004), she hosted Alas Singko Y Medya (she continues until now on the show now named MUP) and reported the national/local news. She was Ces' replacement in Insider in 2005 and host of TFC's Kumusta Kabayan (1994-2006) and Payong Kapatid in 2005 (now a segment on MUP she now hosts). She plays anchor of the current daily News Patrol, Karen's replacement on Pasada 630 and co-host of ABS-CBN DZMM Manila Radio's Para Sa Iyo Bayan with returning Noli de Castro.

Mon Ilagan: Prior to national TVP as Julius' replacement (2003-2004), he reported national and local news and hosted the weekend editions of Alas Singko Y Medya (MUP). He is serving the people as mayor of the town of Cainta in Rizal province.

Pia Hontiveros: Prior to national TVP as Korina's replacement (2001-2003), she anchored The Weekend News and reported national news-among them the coups against President Corazon Aquino (1989), the mass graves of Bicol communist rebels (1990) and the Metro Manila typhoons, when she would tie herself near a post to report on the typhoons hitting Metro Manila (1995). She anchors the ANC newscasts.

Bernadette Sembrano: Prior to national TVP's weekend edition as Ces' replacement in 2004 (until she became main anchor in 2005), Bernadette has headlined shows on GMA Manila--among them Wish Ko Lang, TVP's competitor Saksi and the legendary Probe (her controversial PAGCOR report on the show made a rift between Probe Productions and GMA Manila, causing Probe to move to ABC Manila, and now to ABS-CBN Manila)--before moving to ABS-CBN Manila to report national news and host shows like Lukso ng Dugo. She stays as anchor to TVPW Weekend Edition's anchor (alongside Alex Santos), Karen's replacement for the daily World edition and host of MUP and the globally-followed Nagmamahal Kapamilya.

Karen Davila: Prior to TVPW's daily anchor (along Julius and Ted), Karen headlined shows on GMA Manila--among them Probe, Extra Extra and TVP's competitor Saksi--before moving to ABS-CBN Manila in the Year 2000 to create special reports for TVP and host Barangay Dos (with Atty. Kiko Pangilinan, before being Philippine Senator in 2001) and The Correspondents (until now). She headlined the newscasts ABS-CBN Headlines (2000-2003) and Insider (2003-2004) before headlining TVPW. Her controversial emotion-laden interview with Susan Roces during the mourning period of her husband-actor-presidential candidate Fernando Poe Jr in 2004 made her create a resignation letter from TVPW not accepted by the ABS-CBN Manila executives. She stays as anchor of TVPW.

Tony Velasquez: He reports the national/local news before assigned as Ces' replacement for the national weekend edition (2005). He continues to host shows over ANC.

Nina Corpus: She reports news on the Philippine entertainment scene; she once hosted Showbiz Number 1 and Magandang Umaga Bayan (MUP) before assigned as Star Patrol segment anchor. As she pursued studies in the United Kingdom, Phoemela Barranda replaced her in 2005-she is now Phoemela's replacement.

Phoemela Barranda: Prior to TVPW (she became the newscast's Star Patrol segment host replacing Nina Corpus in 2005), she was an actress in the globally-popular ABS-CBN teleserye (TV series) Pangako sa Iyo, and a host of GMA Manila's reality-based variety show Extra Challenge before moving back to ABS-CBN as co-host of The Buzz.

Marie Lozano: A replacement Star Patrol segment host for Phoemela Barranda, she reports news on the Philippine entertainment scene.

Tina Monzon-Palma: Prior to TVPW (she anchored the Lingkod Kapamilya segment), she co-anchored ABS-CBN Manila's post-EDSA edition of the pre-1972 newscast The World Tonight (now Philippines Tonight on ANC where she still co-anchors) with Angelo Castro Jr (also current Philippines Tonight anchor), after co-anchor Loren Legarda became Philippine Senator in 1998. Prior to that, she headlined newscasts on GMA Manila--even during the final years of President Marcos and the first years of President Corazon Aquino.

Alex Santos: Prior to TVPW (as Bernadette's co-anchor), he was anchor in the ABS-CBN Davao edition) and ABS-CBN Manila's correspondent for Mindanao news before moving to ABS-CBN Manila.

Kim Atienza: Prior to TVPW (he replaced Ka Ernie for the Philippine climate/weather news and trivia), he was Councilor in the city of Manila and one of the hosts of Magandang Umaga Bayan (MUP).

REPORTERS (PAST AND PRESENT):

Gus Abelgas: He reports the national/local news-mostly dealing with the Philippine police and military-as he hosts ABS-CBN's SOCO. He was segment reporter for Magandang Gabi Bayan and host of various ABS-CBN current affairs shows.

Dominic Alfelor: He reports the local news (news in Metro Manila, Bulacan, Laguna, Rizal, Cavite), specifically peace-and-order stories.

Dindo Amparo: He reports the global news (news on Filipinos in the Middle East-among them the 2006 Israel-Lebanon conflict and the displacement of thousands of overseas Filipinos there) and hosts ABS-CBN Middle East based shows on The Filipino Channel (TFC) and the ABS-CBN News Channel (ANC); before moving to ABS-CBN Middle East in 2006, he reported national/local news.

Victor Andal: He reports regional news (in Northern Luzon) as he takes part in TV Patrol Laoag.

Terry Aquino: He reports regional news (in Northern Luzon) as he takes part in TV Patrol North Central Luzon.

Sol Aragonese: She reports the national news-mostly dealing with government policies and officials-she also anchors the weekend TVP-inspired News Patrol-hourly updates on ABS-CBN Manila.

Adrian Ayalin: Prior to TVPW (he reports the national and local news, specifically the news events like the typhoon disasters in Aurora, Leyte and Albay and the Wowowee stampede), he was a co-anchor to actress-newscaster Precious Hipolito-Castelo in the Express Balita newscast on IBC Manila. He reported the award-winning news feature on Mangyan schools in ABS-CBN's current affairs show The Correspondents.

Nony Basco: He reports regional news (in Visayas) as he takes part in TV Patrol Iloilo-Una Sa Balita!

Danny Buenafe: He reports global news (news on Filipinos in Europe) and hosts ABS-CBN Europe-based shows on TFC and ANC; before moving to ABS-CBN Europe in 2006, he reported national/local news and moved to ABS-CBN Middle East in 2001 where he reported news on Filipinos in the Middle East (among them the 2003 US-Led Attack on Iraq).

Ricky Carandang: He reports national news as he hosts shows on ANC.

Queenie Casimiro: She reports the regional news (in Mindanao) as she is part of TV Patrol Central Mindanao.

Dyan Castillejo: She reports sports news events-among them the 2005 Southeast Asian Games, the 2006 Asiad, and the recent victories of Filipinos in boxing and billiards-as she hosts sports shows on ABS-CBN Manila and ANC. She anchored The World Tonight segments.

Winnie Cordero: She reports on the local news-among them the 2004 Metro Manila Christmas holidays-as she co-hosts MUP (since it was named Alas Singko Y Medya) and

ABS-CBN DZMM Manila Radio shows. She headlined various shows in ABS-CBN Manila, among them the breakthrough comedy-variety Ang TV.

Doland Castro: He reports the national/local news-among them the 2003 coup against President Arroyo and the 2006 State of National Emergency; prior to that, he was actually a young anchor in the TVP-inspired kiddie-oriented newscast Junior TV Patrol.

Willard Cheng: He reports national/local news (among them the annual Pampanga Christmas Lantern Festivals and the 2007 Spring Festival/Lunar New Year celebrations in Manila's Chinatown district).

Katherine de Castro: She reports national/global news-among them the 2001 Israel bombings-as she is currently a host of ABS-CBN's Trip na Trip. She anchored the newscast segment of Magandang Umaga Bayan (MUP) and served as co-host of Magandang Gabi Bayan until 2005.

Dhobbie de Guzman: He reports regional news (in Northern Luzon) as he anchors TV Patrol Northern Luzon.

Arlyn dela Cruz: Prior to TVP (she reported national news-mostly on the government's fight versus Muslim/communist rebels), she was a correspondent for ABC Manila. After her stint in ABS-CBN, she was news executive for Net 25 and made headlines again in 2000 as TVP reported her abduction and eventual release from Muslim rebels in Mindanao. She acts as contributor to TVP's national news-among them featuring a Filipino who claimed he got to Mount Everest before Leo Oracion and Pastor Emata did in 2006.

Mario Dumawal: He reports the news on the Philippine entertainment scene for TV Patrol World's Star Patrol. He once hosted the current affairs show Scandals/Intrigues/Mysteries with Gigi Grande in 2001.

Alvin Elchico: Prior to TVPW (he reports the national and local news, specifically national business news), he was part of TV Patrol Bacolod/Western Visayas.

Dexter Ganibe: He reports regional news (in Mindanao) as he takes part in TV Patrol Socsargen.

Gigi Grande: She reports global news (on Filipinos in Australia and Asia-Pacific, among them the Filipino-Australian celebration of the November 2006 victory of Filipino boxing champ Manny Pacquiao) as she hosts ABS-CBN Australia based shows; before moving to ABS-CBN Australia, she reported national news and special reports-some of them also for ABS-CBN's The Correspondents.

Paul Henson: He reports the national and local news, specifically national business news.

Lynda Jumilla: She reports the national, local and global news; she was the first Filipino reporter to be in Vatican City on 3 April 2005-the day after Pope John Paul II died.

Leo Lastimosa: He reports regional news (in the Visayas) as he anchors TV Patrol Central Visayas.

Cheche Lazaro: She makes special reports-some of them for the show Probe on ABS-CBN; she was part of ABS-CBN News in 1986 and created Probe before moving to GMA Manila in 1988 (forming the journalist group Probe Productions) and to ABC Manila in 2004 and going back to ABS-CBN in 2005.

Vic Lima: A long-time host in ABS-CBN DZMM Manila Radio shows and current co-anchor in Karen Davila's Pasada 630 on the same radio station, he reports the national news and the global news whiparound.

Rico Lucena: He reports national news (among them the 2006 Albay floods) and regional news (in the Visayas-among them the 2005 Bohol poisoning, the 2005 Leyte landslides, and the annual Sinulog Festival) as he takes part in TV Patrol Central Visayas and Maayong Buntag Cebu.

Maan Macapagal: She reports the national and local news-among them the government's fight versus rebels. She was in the limelight in the year 2000 when she was hostaged by the Muslim rebels and was eventually released with cameraman-husband Val Cuenca.

Stephen Manangan: He reports the regional news (in Mindanao) as he anchors TV Patrol Southern Mindanao.

Chito Maniago: He reports the national/local/regional news (specifically news events in Pampanga).

TJ Manotoc: Prior to TVPW (he reports the national/global sports events-among them the UAAP and NCAA games, the 2006 Asiad and the 2005 Southeast Asian Games, and the boxing matches of Filipino boxing champ Manny Pacquiao), he was a news personality on GMA Manila shows (he once hosted the sports segment of TVP's current competitor 24 Oras) before he moved to ABS-CBN Manila, who gave him assignments on Magandang Umaga Pilipinas and now, Mornings @ ANC.

Abner Mercado: He reports the national and global news-among them the Mindanao rebels-versus-soldiers conflicts and the first successful ascent of Filipinos Leo Oracion and Pastor Emata to Mount Everest (Romy Garduce as the third). He is the long-time still-standing host of ABS-CBN's The Correspondents.

Maja Moralde: She reports the regional news (in Mindanao) as she takes part in TV Patrol Socsargen.

Marieton Pacheco: She reports national news as she hosts Mornings @ ANC; she hosted Breakfast on Studio 23 with Bam Aquino, JC Gonzales, Patty Laurel, Atom Araullo and Ryan Agoncillo.

Stanley Palisada: He reports national news and regional news (in Mindanao); he also anchors the weekend News Patrol.

Yasmin Pascual Dormido: She reports regional news (in Visayas) as she takes part in TV Patrol Western Visayas.

Aireen Perol: She reports regional news (in the Bicol Region) as she takes part in TV Patrol Bicol.

Ina Reformina: Prior to TVPW (she reports the national and local news), she was ABS-CBN Manila's long-time Cebu correspondent and part of TV Patrol Cebu.

Maria Ressa: She makes special reports (specifically national news-like the Philippine war on terrorists); she was part of ABS-CBN News in 1986 and joined Cheche Lazaro's Probe before moving to CNN as Southeast Asia Correspondent in 1988 and moved back to head ABS-CBN News in 2005.

Ging Reyes: She reports global news (news on Filipinos in North America) as she hosts ABS-CBN North America based shows on TFC and ANC; prior to that she was an on-and-off-cam news personality, dealing with national news.

Michelle Robin: She reports the regional news (in Mindanao) as she takes part in TV Patrol Southern Mindanao.

Jay Ruiz: He reports the national, local and regional news. He is a host of a number of Studio 23 shows.

David Santos: He reports regional news (in Mindanao) as he is part of TV Patrol Chavacano.

Kharren Serra: She reports the regional news (in Mindanao) as she takes part in TV Patrol Southern Mindanao.

Nene Tamayo: Prior to TVPW (she hosts the Citizen Patrol segment), she was the winner of the first edition of Endemol's real-life drama show Pinoy Big Brother and a finalist on the dance-oriented variety show You Can Dance-both on ABS-CBN.

Ricky Velasco: He reports the local news, specifically news on Metro Manila traffic.

Jenny Villanueva: She reports regional news (in Mindanao) as she anchors TV Patrol Chavacano.

Jenny Alejandro: She reported national/local/regional news (among them the New Millennium celebrations in Boracay in the Year 2000) before moving to Channel NewsAsia in Singapore.

Girly Balaba: She reported regional news (in Mindanao) as she co-anchored TV Patrol Mindanao (TV Patrol Southern Mindanao), before resigning in 2003 to be a lawyer.

Aladin Bacolodan: Prior to TVPW (he reported national/local/global news-among them the 2003 SARS scare and the 2004 tsunami disaster in Southeast Asia) he was ABS-CBN Manila's Gensan correspondent and part of TV Patrol General Santos/Socsargen. He currently lives in the United States.

Doris Bigornia: She reported national/local news--among them the 2001 Mendiola Bridge Siege, 2003 SARS scare, the 2003 New Year celebrations in Manila's Tondo district, the 2004 Cebu Inaugural of Philippine President Gloria Macapagal Arroyo and Vice President Noli de Castro and the 2005 meningococccemia scare--before she moved to NBN Manila; prior to TVP, she was correspondent for the United Kingdom's BBC.

Israel Cando: He reported national/local news before moving to Canada as editor for a Filipino-Canadian paper.

Ces Datu: She reported national news before moving to United States--where she reported again on the 9-11-2001 Terrorist Attack in New York for the network.

Melo Del Prado: He reported national/local news--mostly peace-and-order news--before moving to RPN Manila.

Jun del Rosario: He reported national/local news--mostly for Hoy Gising, among them the controversial Manila Jail expose.

Ana Marie Fuderanan: She reported national/local news--like those in Philippine police--as she became segment reporter for Magandang Umaga Pilipinas and Magandang Gabi Bayan until 2005, when she became a school professor.

Mon Ilagan: He reported national/local news as he hosted the weekend editions of Alas Singko Y Medya (Magandang Umaga Pilipinas) before working as mayor of Cainta town in Rizal province.

Jillian Julio: She reported regional news (in Northern Luzon) as she took part in TV Patrol Baguio/Northern Luzon.

Ed Lingao: He reported national/global news (among them the 2001 war in Afghanistan--as the first Filipino newsman to get into Afghanistan, and the 2003 US-Led Attack on Iraq--as the first Filipino newsman to get into Iraq's capital city Baghdad before until after the war) and hosted ABS-CBN's The Correspondents before heading the news department of ABC Manila.

Dante Luzon: He reported regional news (in the Visayas among them the New Year 2002 Celebrations in the Visayas and the 2003 peace-and-order news in Dumaguete City) as he took part in TV Patrol Dumaguete before moving to ABS-CBN Cebu and now, to ABS-CBN Davao as host of Maayong Buntag Mindanao.

Cheri Mercado: She reported national/local news (among them the 2003 SARS outbreak) as she hosts the daily morning news-variety show Magandang Umaga Bayan (Magandang Umaga Pilipinas) before moving to ABC Manila.

Gene Orejana: He reported the national news--among them the 1993 Mayon Volcano eruption--and hosted shows on ANC until 2005.

Rowena Orejana: She reported national news, mostly on government officials--among them the Year 2000's President Estrada Impeachment Trial--as she hosted the weekend editions of Alas Singko Y Medya (Magandang Umaga Pilipinas) until 2005.

Karen Padilla: She reported national/local news (among them the 2001 Mendiola Bridge Siege by Pro-Estrada Groups).

Patrick Paez: He reported national news and hosted ABS-CBN's The Correspondents before moving to ABC Manila.

Gilbert Remulla: He reported national/local news; he now works as congressman of the province of Cavite.

Annie Salon Gacayan: She reported the regional news (in Davao and Cotabato provinces) before she became an ABS-CBN Zamboanga executive.

Connie Sison: She reported national/local news (among them the 2001 Mendiola Bridge Siege and the 2003 SARS outbreak); she now hosts the ABS-CBN News Channel show Balitang Disyerto, as she anchors the RPN Manila late-afternoon newscast.

Josie Sison-Livingstone: She reported national/local news before being a reporter for Rogers Television-Canada

Robert Tan: He reported national/local news-mostly on the government dealing with rebels and peace-and-order news-until 2005.

Erwin Tulfo: He anchored The Weekend News and reported national/local/global news-among them the Mindanao rebels-versus-soldiers conflicts and the 2003 US-Led Attack on Iraq, as he became host to ABS-CBN's news and current affairs shows, among them Hoy Gising (as Ted's replacement), Magandang Umaga Bayan (Magandang Umaga Pilipinas) and Magandang Gabi Bayan (after Noli de Castro ran as Philippine Vice President). In 2006, he then became a news personality on RPN Manila and now on DZAR Manila Radio.

Carmelita Valdez: She reported national/local news--among them the 1990 Northern Luzon earthquake, the collapse of a building in Manila's Divisoria district in the early 2000's, the 2001 Mendiola Siege and the 2003 SARS scare in China's Hong Kong--and became one of the hosts of the weekend editions of Alas Singko Y Medya (Magandang Umaga Pilipinas) before moving to ABC Manila.

JV Villar: He reported local news and news from the Philippine entertainment scene before he became one of the hosts of The Buzz.

Other Members: Kristel Aliño, Zyann Ambrosio, Atom Araullo (former GMA News personality and Studio 23 personality), Niko Baua, Jorge Cariño, Jing Castañeda, RG

Cruz, Miranda De Quiros, Rose Eclarinal, Ron Gaglac, Zen Hernandez, Wheng Hidalgo, Apples Jalandoni, Cecille Lardizabal, Charo Logarta, Gretchen Malalad (SEA Games Medalist for Swimming, Pinoy Big Brother Celebrity Edition 1 Participant), Israel Malasa, Chito Maniago, Sheryl Mundo, Timi Nubla, Pier Pastor, Ana Puod, Liza Reyes, Dong Robles, Nadia Trinidad, Chari Villa (Former Reuters International Correspondent and Current Newsgathering Head of ABS-CBN News and Current Affairs), Jing Magsaysay, Apa Ongpin, Manny Ayala, Martin Gonzalvez, Gilbert Remulla and Joey Villarama.

FORMER NEWS ANCHORS AND REPORTERS

- Mari Kaimo (GMA, STUDIO 23)
- Risa Hontiveros-Baraquel (GMA)
- Atty. Romy Macalintal (PTV)
- Veronica Pedrosa (ABS-CBN)
- Cathy Yap-Yang (ABS-CBN)
- Rico Hizon (GMA)
- Mon Isberto (GMA)
- Marga Ortigas (GMA)
- Coco Quisumbing (RPN)
- Angelique Lazo (ABS-CBN, RPN, NBN)
- Veronica Baluyot-Jimenez (GMA)
- Candice Giron (ABC, GMA)
- Anthony Pangilinan (PTV)
- David Nye (SBN)
- Chi-Chi Fajardo-Robles (PTV and ABC)
- Eric Eloriaga (ABC, RPN)
- Pete Roa (RPN)
- Cristina Pecson (GMA, PTV, RPN)
- Joma Carlos (ABC, RPN)
- Kata Inocencio (ABS-CBN)
- Arlene dela Cruz (ABS-CBN, NET 25)

- Gina dela Vega Cruz (PTV, INC)
- Gabbie Concepcion (RPN, GMA)
- Carmina Constantino (ANC)
- Kathy San Gabriel (ABS-CBN NBN)
- Aladin Bacolodan (ABS-CBN)
- Aljo Bendiño (ABS-CBN, RPN, NBN)
- Connie Sison (ABS-CBN, RPN, GMA)
- Vivien P. Zalvidea (ABS-CBN and ABC) is with TFC's Balitang America.
- Freddie Abando (NBN)
- Toby Nebrida (NBN)
- Flor "Zaldy" Perez (NBN)
- Nina Castro (GMA)
- Alex Tinsay (GMA)
- Lulu Pascual (RPN)
- Jimmy Gil (GMA)
- Veronica Cleofe (NBN)
- Justine Espina (NBN)
- Marigold Haber (RPN)
- Mao dela Cruz (GMA)
- Dodie Lacuna (RPN)
- Precious Hipolito (IBC)
- Wheng Hidalgo (ABS-CBN)
- Ina Reformina (ABS-CBN)

- Lester Chavez (ABS-CBN)
- Irene Javier (ABS-CBN)
- Ruth Abao-Espinosa (PTV and ABS-CBN)
- TG Kintanar (IBC and ABC)
- Issa Rodriguez (PTV)
- Ida Bernasconi (IBC)
- Manuel Llige (IBC)
- Grace Choa (IBC)
- Neil Santos III (IBC)
- Melissa Gecolea (GMA)
- Patricia Evangelista (GMA)
- Harry Gasser (RPN)
- Lee Andres (IBC)
- Teresa Guanzon (PTV, RPN and IBC)
- Vince Alingod (IBC)
- Cielo Villaluna (RPN)
- Bobby Guanzon (GMA)
- Buddy Lopa (RPN)
- Ida Vargas (RPN)
- Caren Bayhon (IBC, ANC)
- Leslie Espino (GMA)
- Mike Lacanilao (GMA)
- Ynna Yulo (IBC)

- Cara Javier (RPN)
- Anna Marie Soriano (IBC)
- Ed Nanquil (RPN)
- Eliza Romualdez-Valtos (ANC)
- Ronald Estella (ABS-CBN)
- Manny Mojica (IBC)
- Nitz de Onon (IBC)
- Anne Palorina (ABS-CBN)
- Mandy Francisco (ABS-CBN)
- Israel Cando (ABS-CBN)
- Ronnie Azurin (RPN)
- Liezel Castro (ABS-CBN)
- Mylene Acuña (ABS-CBN)
- Weng Papasin (ABS-CBN)

Longest-Running and First Ever genre shows in the Philippines

GMA 7

Kapwa Ko, Mahal Ko (1975-present) – first and longest running public service program

Bubble Gang (1995-present) – longest-running gag show in Philippine television.

Startalk (1995-present) – longest running showbiz-oriented talkshow

Eat Bulaga (1979-present) – longest-running and most watched variety show on Philippine television

Daisy Siete (2003-2010) – longest drama series

Valiente (1992-1997) – longest daytime TV drama

Maynila (2000-present) - longest running drama anthology

GMA supershow (1978-1997) – longest Sunday noon-time show

That's Entertainment (1986-1996) – first and longest youth-oriented talent and variety show

Uncle Bob's Lucky 7 Club (1961-1997) – first and longest children's show

Saksi (1995-present) - longest newscast

Sis (2001-2010) – longest lifestyle talk show

The Probe Team (1989-2003) and Emergency (1995-2009) – longest public affairs programs

Negosiyete: Mag-Aral sa GMA (1990-1998) – first and longest business and livelihood show

Regal Shockers (1985-1991) – first and longest horror-fantasy show

All Star K! (2002-2009) – longest music-oriented game show

Bubble Gang (1995-present) - longest running gag show

Extra Challenge (2003-2006) – first and longest Philippine reality show

Kap's Amazing Stories (2007-2010) – first and longest trivia show

Tanghalan ng Kampeon (1987-1993) – longest singing talent contest

Startalk TX (1995-present) - longest running showbiz-oriented talk show

Pet Ko! (2002-2003) – first pet show

T.G.I.S. (1995-2001) – first and longest teen drama series

A Little Night of Music (1989-1998) – longest late-night musical show

Pepito Manaloto (2010) – first reality sitcom

The 700 Club (Produced by CBN Asia, Inc., 1976-2001) – first and longest religious show

Gameplan (1995-1999) – first sports magazine show

Starstruck (2003 – 2010) – first over-all talent celebrity search show

The Probe Team (1989-2003) – first news documentary show

Eat Bulaga (1979-present) - longest-running noontime show

Batibot (1984-2002) - longest running kid-oriented show

ABS-CBN 2

TV Patrol (1987-present) – longest-running Filipino primetime newscast

The World Tonight (1962-1972; 1986-1999) - first english newscast

Maalaala mo Kaya (1991-present) – the longest-running drama anthology on Philippine television

Student Canteen (1957-1972) – first noontime show

ASAP XV (1995-present) - longest running sunday musical variety show

Buhay Artista – first Philippine gameshow

Mara Clara (1992-1997) - longest primetime drama series

Sineskwela (1994–2001) – longest educational show

Tawag ng Tanghalan (1960's), first comedy show

Cooking It Up With Nora (1986–1995) – longest cooking show

Ang TV (1992–1996; reaired 2007) – first youth-oriented gag show

RPN 9

John En Marsha (1973-1990) – the longest and most-watched comedy sitcom in the Philippines

NewsWatch (1969-present) - longest-running english primetime/late night newscast

NBN-4

Ating Alamin (1980-present) - first agricultural-oriented show

Backgrounder of Post-EDSA Revolution newscasts

GMA BALITA

Originally debuted on May 19, 1986, this newscast becomes the first on GMA-7 by replacing *News at Seven*, Lacanilao, Vela and Jose were the first anchors of this newscast after they sequestered from the ceased BBC-2's *BBC-2 Balita* and commenced after the inception during the pilot episode. It also simulcasted on *DZBB Bisig Bayan 594 kHz* as a radio edition. Despite of Vela's absence and death from colon cancer, Veronica Bayulut-Jimenez replaced her on a vacant seat as an interim anchorwoman in 1990 and later commenced in 1992, Bobby Guanzon also replaced Jose in 1989, when he departed for DZMM, and Alex Tinsay and Lyn Ching-Pascual replaced Lacanilao and Guanzon in 1995, because of both his retirement and running for a Congressional candidate. The newscast served for 12 years and is dominated on TV program ratings with significant success, this was ended on April 8, 1998.

SEGMENTS

- * Presinto Siete - "Police Reports"
- * Balitanaw
- * Balita sa labas ng bansa - "World News"
- * Bisig Bayan - "Issues & Commentary"
- * Sports Report - "Sports News"
- * Weather Report - "Weather News"
- * Showbiz Report - "Entertainment News"
- * Mabuting Balita sa GMA - "Bible Passages"

ANCHORS

- Mike Lacanilao (1986–1995)
- Helen Vela† (1986–1990)

- Rene Jose (1986–1989)
- Bobby Guanzon (1989–1995)
- Veronica Baluyut-Jimenez (1990–1998)
- Amado Pineda (Weatherman, 1986–1995)
- Alex Tinsay (1995–1998)
- Lyn Ching-Pascual (1994–1998)
- Rey Pacheco (Weatherman, 1995–1998)

BALITA NGAYON

It was first aired in 1970, the newscast became as a replacement for *The World Tonight* which lasted for 2 years and the first Filipino newscast from 5 to 5:30 p.m., Mondays to Fridays. But the newscast was ceased airing due to Martial law as ABS-CBN shut downed for 14 years. In July 1986, *Balita Ngayon* returned to Channel 2 for its re-run with Mel Tiangco and Robert Arevalo as newscasters from 6 to 7 p.m. (one hour) from 1986 to 1987 and from 6:30 to 7 p.m. from January to February 1987. But despite of its low ratings and competition from the rival *GMA Balita*, the flagship newscast was ended on February 27, 1987, to give way to the another newscast *TV Patrol*.

ANCHORS

1970-1972

- Bong Lapira
- Harry Gasser

1986-1987

- Mel Tiangco
- Robert Arevalo

VILMA! Airing History

Formerly known as *Vilma In Person*, *Vilma!* (also known as *Vilma on Seven*) was debuted on August 7, 1986, the pilot episode is shown from the Metropolitan Theater as a temporary studio where Vilma Santos and the VIP Dancers are performed there. Until 1987, the Friday Primetime musical variety show moved to Broadway Studios as a new location and it is shown on the first StereoVision format which features dance and love song performances. *Vilma!* was competed by two other variety shows *Loveli-Ness* and *Dance 2-Nite* of ABS-CBN (originally debuted in 1987) as rivals, but the variety show maintained its ratings. *Vilma!* received four nominations in the PMPC Star Awards for TV from 1988 to 1990, 1992 and 1994, as well as Best Female Musical Variety Show Host from 1987 to 1988, they also produced anniversary and birthday specials from 1987 to 1994 as well. After nine years, *Vilma!* produced the 4,188th and the last episode on September 29, 1995, brought many fans and supporters bade farewell to the *Star for all seasons*, and made as the longest-running Musical Variety Show. Truly, *Vilma!* was ended on September 29, 1995 and it was replaced by *Bubble Gang*.

RPN info

RPN was the original home of the top Hollywood TV series- McGyver, Ally McBeal, The X-Files, Buffy- The Vampire Slayer, and Felicity. These were just few of the shows which became popular to Filipino TV viewers through RPN channel 9.

RPN PROFILE:

On June 19, 1960, the Philippine Legislature passed Republic Act No. 2980 which granted RPN a franchise to construct, establish, maintain and operate radio broadcasting and television stations in the Philippines.

Once fully operational, it launched its flagship radio station in Manila, DZBI. By 1967, RPN had grown into a full network, operating DZRR in Manila as well as DZAX- Manila, DZAH and DZBS in Baguio, DZTG in Tuguegarao, DZRL in Laoag, and DXDX in Dadiangas.

Since the granting of its first broadcasting franchise in 1960, RPN has performed as a major player and has been recognized as an innovative pace-setter in the country's broadcast industry. RPN Newswatch is known as the longest running English News Program in the Philippines.

1969 was a signal year in the growth of RPN. It was in this year that the network branched out into television with channel 9 in Manila and channel 12 in Baguio. It was also in 1969 that RPN introduced technical milestones in Philippine television. First, it brought in its Toshiba equipment which enabled Channel 9 to telecast in full color. 'Accucolor', as its color casting capability was named, was far superior and professional from the test-quality color broadcasts then being run in the country.

Then, RPN brought in the first Outside Broadcast Color Van (OB Van) in the country, making it possible to beam studio-quality broadcasts of news and special events coverage from remote sites.

RPN entered the 1970's as the country's premiere radio and television network with the coverage of the times epochal events by its award-winning news and public affairs, it's TV Hall-of-Fame local and international services, landmark local and foreign entertainment specials and extensive coverage of sporting events, from Philippines Basketball to Munich and Montreal Olympiads.

A decade later, in 1981 RPN introduced another first, when it brought true "networking" to the country as it pioneered the use of domestic satellite to simulcast its primetime block programs over all its TV stations nationwide, making it possible for provincial audiences to view the same programs at the same time as their Manila counterparts.

Today, RPN continues to provide exceptional broadcasting together with its provincial TV and Radio stations nationwide, and its partner Solar TV.

RPN is also currently one of the media companies under the Presidential Communications Operations Office headed by Secretary Herminio B. Coloma, Jr.

OTHER HISTORICAL ACHIEVEMENTS:

- Came out with the first 'TV Newspaper' program: Newswatch
- Introduced two of the longest running sitcoms in Philippine television ('John en Marsha' / 'Buddy en Sol')
- Cover Live Via Satellite major sporting events, including the Olympics
- Came out with 'Superstar' variety program format
- Use computer graphics in its station breaks
- Launched the first local animation series- 'Ang Panday'
- Made public affair program more popularly appealing like 'Tell The People' with Julie Yap Daza

- Introduced the first Filipino Mini-Series- 'Malayo Pa Ang Umaga'
- Launched the telenovela genre starting with 'La Traidora' and followed by the phenomenal 'Mari Mar'.

RPN MISSION:

To provide socially responsible television/ radio programs and services that are informative, educational, and entertaining in accordance with the highest standards of both the media and advertising industries in the interest of the public we are committed to serve.

RPN PRESIDENT and CEO:

Antonio T. Albano

RPN GENERAL MANAGER:

Atty.Jess Anthony Q. Yu

GMA Tower of Power/GMA Broadway Centrum

'**Tower of Power**' is the 777-foot (237-meter), 100-kilowatt transmitter of GMA Network located in Tandang Sora, Barangay Culiat, Quezon City. It was inaugurated on November 7, 1988. It serves as a transmitter facility for both GMA, GMA News TV and Barangay LS 97.1.

History

The *Tower of Power* was constructed on a huge vacant lot in the 3rd Quarter of 1987, as a new edifice for the network and for the preparation for Rainbow Satellite broadcast to replace an old surplus 50-kilowatt transmitter located at the old RBS building in EDSA, and to clear TV and FM reception. The transmitter's construction uses 600 tons of steel from a local steel mill, costing 170 billion pesos for the building of this transmitter, a reinforced concrete foundation designed to withstand the structure from Supertyphoon Sisang in November 1987 and an earthquake on July 16, 1990. Antennas are also provided to enhance signal strength. After several months of planning, the transmitter completed in October 1988 and on November 7, 1988, the transmitter was opened by then President Corazon Aquino and the GMA Network board of directors. A grand TV special was started after the inauguration. The slogan **GMA-7-POWER** was used from November 7 to December 1, 1988 as a station ID.

Features

The transmitter

The *Tower of Power* uses its high-gain corner reflector antennas to produce a wide coverage of VHF TV reception in Metro Manila and nearby provinces including Bulacan, Pampanga, Zambales, Tarlac, Bataan, Nueva Ecija, Laguna, Batangas, Cavite, Quezon, Aurora and Rizal in both grades A and B for the broadcasts of GMA-7 and GMA News TV. By 1998, the signal coverage is greatly improved in TV reception throughout Luzon. The transmitter also served to test Digital Terrestrial Television broadcasts on DWDB-TV on Channel 27.

For FM radio, DWLS's signal strength utilized by a circular bay Jampro FM antenna provides listeners with clear FM reception of 25 kilowatts and to spread out in Metro Manila and nearby provinces as well.

It also serves as a repeater for the transmissions of Channel 27 in Cebu and Davao to relay Channel 11's programs.

The transmitter facility

The transmitter facility houses both DZBB-TV, DZOE-TV and DWLS containing sets of transmitter equipment imported by Harris and RCA of the United States, and Japan's JVC. At the same time, the satellite downlink facility housed all satellite broadcasts directly to the United States and other countries to produce foreign programs.

The tower as a symbol of democracy

Even the transmitter was served as a symbol of democracy after the EDSA Revolution in 1986, this makes both the network and the transmitter as instruments of democratic freedom after the downfall of President Marcos. The transmitter survived after a devastating earthquake struck the island of Luzon on July 16, 1990 and to withstand the structure from typhoons.

Comparison to other towers

The *Tower of Power* is being competed with the Crystal Palace TV Tower in the United Kingdom so close to their height at 219 meters, this has been compared to Tokyo Tower in Japan at 332.5 meters, KVLV-TV mast in North Dakota with 628.8 meters and the Tokyo Sky Tree to be finished in December 2011, at 634.0 meters.

GMA BROADWAY CENTRUM is located in New Manila, Quezon City, the Westside Theater cinema of the Broadway Centrum was converted into a high-end live studio in 1987 to serve as an alternative studio for the network's programs. The 700-seater studio was inaugurated to usher in GMA's broadcast in Stereovision. In the 1990s, the Broadway Centrum served as the live studio of GMA's variety shows, "Lunch Date", "That's Entertainment", "Vilma!" and "GMA Supershow". In 1995, the network built a second studio inside Broadway Centrum by renovating the Eastside Theater cinema (renaming it TAPE Studios and can accommodate 400 studio audiences), which was home to Eat Bulaga!. Once one of the most modern broadcast facility in the country, it was later renovated in 2000 when the musical variety show SOP moved to Studio 3 (now Studio 5) of the GMA Network Center. In 2003, it accommodated live studio audiences once more as it served as the live venue of the eliminations of the reality-based talent search *StarStruck*.

In October 2008, majority of GMA shows migrated to the GMA Network Studios after inauguration, leaving the original Broadway Centrum with no major tenant. But on January 1, 2010, noontime show "Eat Bulaga" started to broadcast live temporarily from the Westside Theater with a newly renovated stage while their main studios at TAPE was given a major makeover. The new TAPE Studios was inaugurated on March 6, 2010. GMA Eastside's Theater houses the noontime show Eat Bulaga! while the Westside's theater was given to TV5 that produces programs P.O.5, Star Factor, and Face to

Citynet Television 27

On August 27, 1995 seen another new UHF channel via DWDB-TV channel 27.[1] It was the first UHF television station operated by a major broadcast network. GMA officially launches its new channel under the **Citynet Television** brand and decided to expand its programming business via UHF. While incorporating the standard red, green and blue colors with some extra color in grey, Citynet Television logo differs from the traditional GMA insignia. It uses in oblique oblong circles in an abstraction of three-rings to indicate richness in color.

It was simplified in keeping with the symbol's pared-down design. Underneath its oblique rings, a rectangular box embossing the text "citynet" in lower case and uses a San Serif font beneath it is the text "TELEVISION" in upper case and also uses the same San Serif typescript. But when displaying channel logo while programming, it was written **CITYNET 27**.

The goal of GMA Network for making the very first TV network-owned UHF station is to transfer all of its American programming to have broadcast time space for the GMA local TV shows. Transmitting on a 30,000-watt power capacity with an effective radiated power of up to 60,000 watts, Citynet's telecast on channel 27 covers the Metro Manila Area and its neighboring provinces in Bulacan, Laguna, and Cavite. This station branding was known to have dubbed the first and only Philippine-dubbed Hispanic telenovela in English, entitled Ka Ina (until May 28, 2009 when Amanda O is debuted on Q in English dubbed telenovela), and Citynet Television News.

Shows

- Amped
- Asia Business News on Citynet
- Asian Top 20 Countdown
- Avenger Penguins
- Beast Machine
- Beetle Juice
- Billboard US Countdown
- Brotherly Love
- Budgie the Little Helicopter
- By Demand
- Care Bears
- Casper and the Angels
- Cat Tales
- Channel V Countdown
- City Court

- City Shop
- Citynet News World
- Citynet Primetime News
- Citynet World Business News
- Club V
- CNBC on Citynet
- DangerMouse
- Dangerous Curves
- Dateline NBC
- Dave's World
- Dear John
- Diagnosis Murder
- Dink The Little Dinosaur
- Dino Riders
- Dynasty
- E.N.G.
- EMC Specials
- Emperor of the Sea
- Extreme Ghostbusters
- Family Zoo
- First Five
- Friday Night Theater
- From the Boardroom
- Gabriel's Fire
- Galaxy Angel
- Gerber
- Globe at the Glance
- Grimm's Fairy Tales
- High Mountain Rangers
- Home Improvement
- Hurricanes
- Immigration Corner
- In Demand
- Jellybean Jungle
- Jesus Miracle Crusade
- Jesus the Healer
- Jonny Quest
- Jumpstart
- Ka Ina
- Karate Kid
- Knots Landing
- Laff-A-Lympics
- Law & Order
- Mann & Machine
- NBA Games
- NBC Nightly News

- OVO: Our Very Own
- Remington Steele
- Renegade
- Sabrina
- Shannon's Deal
- Snoops
- Sorcerer Orphen
- South Park
- Space Precinct
- Speak Easy
- Star Fleet
- Sunday Super Cinema
- Teenage Mutant Hero Turtles
- The 700 Club Asia
- The Berenstain Bears
- The Fresh Prince of Bel-Air
- The Jetsons
- The John Lesaca Show
- The Magical World of Disney
- The Paw Paw Bears
- The Prince of Tennis
- The Wonder Years
- They Came from Outer Space
- Thursday Night Theater
- Time Trax
- True Blue
- Turn on TV
- VCV
- Victor and Hugo: Buggles in Crime
- Walker Texas Rangers
- Watch U Want
- Wednesday Popcorn Cinema
- Wonder Woman
- Yogi's Treasure Hunt

PRIMETIME SCHEDULE (1999)

Saturday

6:00 - Ripley's Believe It Or Not

6:30 - Brotherly Love

7:00 - 21 Jumpstreet

8:00 - Billboard US Countdown

10:00 - The Ride [V]

10:30 - Speak Easy

11:00 - TV Shopper

Sunday

5:00 - Magical World of Disney

7:00 - Home Improvement

7:30 - Carol & Co.

8:00 - Sisters

9:00 - Dateline NBC

10:00 - I Witness Video

11:00 - TV Shopper

Monday to Friday

6:00 - NBC Best of Today

6:30 - Monday - Bobby's World; Tuesday - Billy the Cat; Wednesday - Sonic the Hedgehog; Thursday - We All Have Tales; Friday - American Heroes and Legends

7:00 - Monday - Time Trax; Tuesday - Tuesday Night Theater; Wednesday - Mancuso, FBI; Thursday - Thursday Night Theater; Friday - Greatest American Hero

8:00 - Monday - Walker, Texas Ranger; Wednesday - High Mountain Rangers; Friday - Renegade

9:00 - Citynet Primetime News with Gin de Mesa

9:30 - NBC Nightly News with Tom Brokaw

10:00 - Monday - Rewind [V]; Tuesday - By Demand [V]; Wednesday - The Ride [V]/Speak Easy [V]; Thursday - By Demand [V]; Friday - Rewind [V]

11:00 - TV Shopper

CTV 31/E! Philippines

On October 31, 1992, Radio Mindanao Network became the second radio-based network to launch a TV station called CTV31. It is also the first UHF station to be inspired by the format of a cable movie channel. In mid-1997, it acquired rights to broadcast shows from the E! channel, a U.S. cable TV channel. On April 12, 2000, CTV changed its name to E! Philippines. However on June 1, 2003, RMN ceased operations of its TV arm citing financial constraints and poor television ratings. There were several religious groups who wish to acquire block programming of CTV but RMN refused to accept their offers. After the closure, it aired Bloomberg Television until December 2003.

Shows

- Behind the Scenes
- CBS Evening News
- Celebrity Homes
- Coming Attractions
- Drive-In Theater
- E! News Daily
- E! News Week in Review
- E! True Hollywood Story
- Eto Rangers
- Fashion Emergency
- FYE!
- Hilarious Attractions
- Hollywood Romance
- Ibang Klasik Ito
- Iskul Bukol
- Late Show with David Letterman
- Matinee Classics
- MVP on CTV
- Mysteries and Scandals
- On Broadway
- Pictures Of War
- Premiere Night

- Revealed with Jules Asner
- Showcase of Suspense
- Talk Soup
- That's All Toons
- The Crystal Maze
- The Gossip Show
- The PLDT Premiere Theater
- Wild On!
- Wild On! Philippines

NUTV 37 (now UNTV 37)

A year after the Y2K fever, the radio network NU 107.5 widened its scope and added television. In the growing Progressive Broadcasting Corp. family, its visual counterpart was born with NUTV. Fast-paced, contemporary, edgy and original shows and music video-centered programs emerged out of the creative minds of its owners, banker/businessman Mr. Alfredo Henares and radio veteran Mike N. Pedero.

The station was producer and creator of television's hugely popular and sensational odd show called "Strange Brew;" the experimental short video and film window on TV, "Eat my Shorts," and, music video program that features contemporary, rock and edgy artists, "In the raw."

As television's "Home of New Rock," the station, like its radio counterpart, set the standard for good taste in rock and contemporary songs, blasting off with music that are dynamic, young, passionate, creative, and always ready to renew itself.

Lifestyle defining was how popular culture observers said of NUTV because it made inroads with Filipino rock musicians, to give opportunity for them to have their songs aired on radio and television.

In its old hat, NUTV strives to give audiences a taste of what television should be.

ABS-CBN's TV Tower

ABS-CBN Tower' is the 866-foot (264 meter), 120-kilowatt transmitter of ABS-CBN Corporation located at the ABS-CBN Broadcast Center, Mother Ignacia Street, corner Sgt. Esguerra Avenue, Quezon City. It serves as a transmitter facility for both ABS-CBN and Studio 23.

The *ABS-CBN Tower* was constructed at the corner of Mother Ignacia Street and Sgt. Esguerra Avenue, within the ABS-CBN Broadcast Center Grounds. It's former height is 198 meters, until the time when ABS-CBN started a major reconstruction and rehabilitation of the whole transmitter, which includes the changing of its cylindrical antennas to even more powerful dipole antennas, and increase of its height in the year 2009, and was finished by the year 2010.

The *ABS-CBN Tower* uses its newly-installed dipole antennas for wide coverage of VHF TV reception in Metro Manila and some nearby provinces for the broadcasts of DWWX-TV and DWAC-TV

The transmitter facility houses both DWWX-TV and DWAC-TV that contains sets of transmitter equipment imported by Harris of the United States.

Practices of Sign-Offs and Sign-Ons in the Philippines (2006-2009 and even present)

Practices of Sign-Offs and Sign-Ons in the Philippines



DZKB-TV Channel 9 is a Philippine broadcast television station licensed to broadcast to the Metro Manila region on VHF Channel 9.

- No official sign-off message ever given
- The test card used during the time when DZKB-TV had no programming
- Starts to have parts of the National Anthem begin to play over it, audio only, this was clearly a mistake



-Video and audio of the National Anthem produced by a number of government offices, used on quite a few stations

-A countdown video that signals the signing on of the station.

DWET-TV Channel 5 is a Philippine broadcast television station licensed to broadcast to the Metro Manila region on VHF Channel 5 with a radiated power of 120 kW's.

-All information required by National Telecommunications Commission (NTC), most interesting is the broadcast hours it's licensed to operate in.



-National Anthem video; it also features the Flag. This same sequence is aired with slight modification to Signing On at the start of their broadcast day; the National Anthem comes after the Sign-On information video. DWET-TV does not sign off after the rebrand but still continues to air this National Anthem video prior to 6am each morning.

DZBB-TV Channel 7 is a Philippine broadcast television station licensed to broadcast to the Metro Manila region on VHF Channel 7 with a radiated power of 100 kW's.



-A digitally rendered shot of the GMA Network Center in Quezon City

-A list of information containing the broadcast details of DZBB-TV, its postal address, and then a list of employees with their license number

-Call signs and locations of GMA Network affiliates in the Philippines by island

-Announces the station is signing off for the night



-National Anthem of the Philippines video

-A test pattern with text "GMA CHANNEL 7 TOC MANILA" on it to identify the station

DWWX-TV Channel 2 is a Philippine broadcast television station licensed to broadcast to the Metro Manila region on VHF Channel 2 with a radiated power of 346.2 kW's.

-A list of information containing the broadcast details of DWWX-TV, its postal address and transmitter details, then a list of employees

-Announces the station is signing off for the night with ABS-CBN logo

-A National Anthem of the Philippines video. Admin-Jenine wonders that the people featured ABS-CBN employees? She sees a shot of people in a balcony on the ABS-CBN Broadcast Center. Then after the national anthem video, it fades into an ABS-CBN logo with "In the service of Filipino Worldwide".

-A test card of "ABS-CBN CH. 2"

-The transmitter is turned off

-We get static

DWGT-TV Channel 4 is a Philippine broadcast television station licensed to broadcast to the Metro Manila region on VHF Channel 4 with a radiated power of 40 kW's.

-A standard test pattern with NBN PHIL on it

-A short video explaining that stations affiliated to NBN are now signing on, the various stations location on a map and their channel number

-What's on next and on tonight slides

-NBN ident/bumper

Broadcasting Radio and Television in the Philippines is customary and even recommended by the government to play the National Anthem at Sign-off and Sign-On. Broadcasting in the Philippines is regulated by the National Telecommunications Commission. (Admin Jenine, sourced from <http://www.tvclosedownblog.com/>)

GMA Network and ABS-CBN Logos

Early GMA circular logos (1960s)

The blue circular seven logo, which Republic Broadcasting System (RBS) used for the past years, has developed into iconic in local television, mostly due to the existence of the same logo in key markets. Like in any other countries, which broadcast on channel 7 frequencies, circular seven logo is commonly used. Later on, the circular seven logo was used opposite to the square rounded edge GMA symbol in network presentation on-screen, although many current variations of the circular seven have incorporated to GMA logo.

Greater Manila Area logos (1970s)

In early 1970s, then Republic Broadcasting System changed its corporate identity to GMA Radio-Television Arts (GMA stands for Greater Manila Area, the network broadcast area). The word “GMA” and “ARTS” uses a Serif old stylized Garamond font in yellow color. The letter “R” extending its ribbon rounded tail underneath the letter “T” of ARTS while the word “Radio Television” uses a San Serif Helvetica Neue Bold Condense font in white toning the pale blue background with black outlines.

From circular number 7 logo, GMA developed its on-screen symbol into a bigger number seven (a three angles upward bar using red, green and blue colors) removing the circular border. Aside from retaining the square-rounded edge box, the word “GMA” and “ARTS” changes its color to white similar to the lower case word “radio television” and still uses the same Serif old stylized Garamond and San Serif Helvetica Neue Bold Condense fonts. In addition the word “greater” was placed between the insignia and number 7.

Again in 1978, GMA insignia changes into another version restoring the circular logo, now in black background and replacing the word “greater” to Serif font “GMA”. In the 1980s, GMA again changes its on-screen logo scrapping the circular number 7 and using only the *GMA Radio Television Arts* sign reverting its original yellow color for “GMA” and “ARTS” text while “Radio Television” in white complements the pale blue background in black outline.

GMA Network during mid-1970s and early 1980s

In September 1972, then President Ferdinand Marcos declared Martial Law, ordered the closure of all television station in the Philippines except for channels 9, 13 and 7. GMA was later allowed to operate with a restricted three-month provisional franchise license. In the latter part of 1973[4], then Republic Broadcasting System was forced to cede

majority control and later on reopened under new ownership with a new identity as GMA Radio-Television Arts.

In 1974 as GMA introduces the viewing public to a new GMA Radio Television Arts it employs a new symbol and utilizes the square-rounded edge insignia. To catch the attention of local viewers, GMA embarked into marketing promotion and uses the new slogan “Where You Belong” in 1979 and it was used for the next 20 years.

A different version was introduced in the latter part of 1979 placing “Where You Belong!” slogan angles upward below the insignia using a black Serif font. Another adaptation was made in 1986 using multihued colors. As GMA prepares for a network reformatting, for the first time GMA used the beaming rainbow colors of red, yellow, green and blue. The same “Where You Belong” slogan were used, this time in a different Serif font.

During the 1980s, a variety of logos were used to complement the present event, especially live programs. One example of this is, when GMA has the exclusive rights to broadcast Miss Universepageant, it employ the standard GMA Radio Television Arts logo while embossing a crown-like object above it.

All logos including the present one were placed at the top rightmost corner of television screens. Only live breaking news and public affairs programs uses the lower left corner portion of television screen.

The Rainbow Satellite Network (1992-2002)

In preparation for the launching of *Tower of Power*[5], GMA again rebranded its network identity. Logo used similar to the early 90s. A beaming rainbow in a multicolored consisting of stripes. The actual colors used differ, but many of the designs are based on the traditional scheme of red, orange, yellow, green, blue, indigo and violet. The letters, GMA in blue color uses a San Serif Century Gothic Extra Bold font. Underneath its logo is their slogan from 1975, *Where You Belongin* Serif style font.[6]

On April 30, 1992, GMA Network’s vigorous ambition[7] is to reach Filipino viewers around the world through the launching of its Rainbow Satellite image[8]. At the same time, GMA utilizes a new logo to correspond with the rebranding. A satellite-beaming rainbow in a multicolored stripes based on the traditional scheme of red, orange, yellow, green, blue, indigo and violet. The letters, GMA in metallic form uses a San Serif Century Gothic Extra Bold and analogous gloominess of Indigo as its fonts.

Sometime in 1993, GMA ambitious plan to penetrate international markets and to establish GMA as the most award network both locally and internationally; it uses a gold

rectangular box and utilizes the similar beaming rainbow logo (the same specifications was used) embossed on it. At the time, the network makes use of its newest slogan... "The World's Most Awarded Philippine Broadcast Network."

GMA creates a series of logos with its Rainbow Satellite Network image. In mid-1990s, for the first time in Philippine television history, a human-like shape in stylized cloud effect was incorporated in one of its in-house station ID. The once famous beaming rainbow effect came from the hands of the human-like figure once called "The Rainbow Man" or "The GMA Man."

The heart-shaped rainbow colored logo called ***Kapuso***

In October 27, 2002 at exactly 12:00 p.m. during a special presentation on its noontime musical show, SOP, GMA unveiled its new corporate logo and slogan. In an effort to localized and transformed its image into a more intrinsic Filipino, GMA Network engaged in a rebranding course in line with its objective to become the leader in providing local news and entertainment. The rebranding of its logo and slogans reflects its new business distinctiveness but still integrating the network's character as the "Rainbow Network."

The trademark consists of a stylized heart shaped red logo, with different band of colors representing the rainbow and adapted a new network slogan "Kapuso ng pamilyang Pilipino, Anumang Kulay ng Buhay" ("One in heart With the Filipino family, in Whatever Colors of Life")[9]. This time, it uses Century Gothic Bold as its main font for the letters, GMA while an animated stylized heart shaped rainbow colored logo placed on rightmost top corner of the letter "A." GMA also uses a stand alone animated heart shaped logo for its pre- and post-commercial programming.

The logo first appeared as an on-screen in October 27, 2002, emerging only at the beginning of shows and staying on throughout shows and disappearing every commercial load. The logo becomes visible on the upper rightmost top of the screen and a variety of effects resulting in its formation, usually during a show's opening sequence. GMA carry out trial on a variety of heart shape logo to take off international broadcast networks using a grey color translucent logo like NBC, ABC, Fox, and CBS. On its experimental phases, GMA uses a transparent grey color logo version at the upper rightmost top of the screen and was less embossed than the previous version and later on reverted to its original colored heart shape logo. Since its unveiling, GMA places a text "LIVE" below its logo signifying a live event but uses a different logo when a breaking news story happens or unfolds.

DZAQ-TV3

DZAQ-TV logo early 50s

DZAQ-TV began commercial television operations on October 23, 1953, the first fully-licensed commercial television station in the Philippines. The first program that aired was a garden party at the Quirino residence in Guevarra Street, Quezon City. After the premiere telecast, the station followed a four-hour a day schedule, from six to ten in the evening. Its logo consist of text-fonted letters of **DZAQ-TV, Starts Regular telecast** and it is the first image on Philippine television.

During 50's

When channel 3 starts airing, logo also aired. It consists of the slogan **CHANNEL 3, THE PHILIPPINES PREMIER CHANNEL**.

Chronicle Broadcasting Network

Chronicle Broadcasting Network This image is used with text ""Chronicle Broadcasting Network"" since the second Philippine TV Station was introduced. Since 1956 when it was introduced.

Merger of ABS and CBN

When Alto Broadcasting System (ABS) and Chronicle Broadcasting Network (CBN) have merged, new logo introduced. It consist of 3 bold circles and a square but the colors is black and white and a vertical line in middle of the circles and ABS-CBN styled.

Post merger

In 1957, the memorandum of agreement between ABS and CBN was signed only at a piece of table napkin. Also, to that same table napkin, the prototype logo was sketched. The logo had two components - the three circles - which represents the Philippine islands of Luzon, Visayas and Mindanao - which signifies its aim to eventually be able to

broadcast on a nationwide scope; and, the vertical wand enclosed in a box which signifies the ABS and CBN's transmitter. left As ABS-CBN started to broadcast in full color on 1966, it displayed the colorful Sarimanok logo. Eventually, the Sarimanok (a legendary Muslim rooster) was added to the prototype logo as an accent. It soon became the network's corporate identity, even if it was forced to shut down operations in 1972. It remained as both the company and station identity until 1998.[2]

BBC-2

ABS-CBN shut down on 1972 because of Martial law.1973,Banahaw Broadcasting Corporation launch on 1973,its logo consists of a gothic-styled number 2 with shadow in its number.The background is color blue in left and color red in right and the letters B,B,C.

Reviving

When ABS-CBN revived on 1986 after EDSA, the ABS-CBN logo changed its style.Its still the 3 bold circles have colors,red,green,and blue.Then the square is bold and still using the vertical line in middle of the circles,the letters still.

The Channel 2 Symbol

ABS-CBN have many styles of channel 2 symbols. In 1986, when the **The Star Network** produced, the new 2 symbol was introduced. Again, there are 3 colors RGB with a star at the end of it.

In 1999, ABS-CBN decided to give the logo a new look, yet maintaining its prototype ensign. The box that encloses the circles and the vertical wand was removed. A light gray background emphasized the prototype ensign. The typeface for ABS-CBN was also changed.In the year 2000, ABS-CBN had changed its corporate logo. The previous logo, which featured stylized letters and a square with three concentric circles and a line gave way to the present logo's styling. The three circles with colors, red, green, blue with the vertical line at the center still remain, although the logotype has changed and the square is no longer used in some uses of the logo.

Branding of ABS-CBN

The ABS-CBN logo features three main elements, the vertical line rooted on a horizontal origin, the three extending circles, and the text ABS-CBN. The vertical line or bar represents a tower (broadcasting tower), with the circles symbolizing its signals representing the red, green and blue or RGB colors which makes up a pixel shown on the television. The 3 divisions of the Philippines, Luzon, Visayas, and Mindanao, are also denoted by the three circles.

ABS-CBN once used a logo with ABS on top and CBN on the bottom, meaning the broadcasting corporations owned by two different families, the Quirino-owned ABS and the Lopez-owned CBN. Three circles, from the past years having no color variety, represent the three main islands of the Philippines, Luzon, Visayas and Mindanao. While the vertical bar represented the ABS-CBN TV transmitter tower. The whole logo is boxed, meaning ABS-CBN connects all the islands of the country with one family. The logo was updated during the late 1980's to include the colored circles.

Then, the latter years, ABS-CBN launched The Filipino Channel, making the ABS-CBN logo unboxed, and represented as ABS-CBN is not only for the Filipinos inside, but also outside of the country. Merging the two stations, ABS and CBN, with one owner, the Lopez family, the ABS-CBN logo now uses "ABS-CBN", instead of having ABS and CBN, in one variation, situated on the bottom of the logo.

Channel 2

Since 1969, the network has started using a channel logo beginning on DZAQ-TV with the early channel 2 logo for use as a promotion from 1969 to 1972 as *The Family Channel*. The frequency was later awarded to BBC as DWXX-TV from 1973 to 1986, and had a different logo used.

ABS-CBN introduced an innovation to the channel 2 logo from 1986 to 1992. At first, the channel 2 logo is introduced into ABS-CBN, after the dissolution of BBC in July. The features of the first channel 2 logo is a wing-shaped blue crest with a white curve at the top and a white line as a tail, the Broadway 2 logo was used from 1986 to 1987. It has a slogan name *Watch Us Do It Again!* as the station ID aired since the network's revival.

After six months of carefully selected plans, the first tri-ribbon 2 logo laced with a rhombidal star came to be on March 1, 1987. The tri-ribbon 2 logo's color is white carried the slogan *The Star Network* when it aired as a station ID to reclaim the dominance in TV ratings. By 1988, the ribbons in the tri-ribbon 2 logo are tri-colored with red, green and blue. Truly, the tri-ribbon 2 logo was accidentally came from a shooting star in the form of 2. Similarly, most numerical channel logos within this slogan have with a star and versions came into regional TV channels like 3 (DYCB-TV in Cebu and DZRR-TV in Baguio), 4 (DYXL-TV in Bacolod and DXAS-TV in Davao), 11 (DZNC-TV) in Naga and other regional stations.

Sarimanok

The Sarimanok, a legendary bird in Philippine Folklore was first used in 1966 to identify color broadcasts (somewhat similar on how the NBC peacock has been utilized). In 1993, which happens to be the Chinese Year of the Rooster, ABS-CBN relaunched the Sarimanok with a new station ID featuring the legendary bird. The *Sarimanok* ID became utmostly associated with the channel that ABS-CBN opted it to become the station's mascot. Incidentally, ABS-CBN named its new 24-hour news channel the Sarimanok News Network, the precursor of the ABS-CBN News Channel.

The evolution of ABS-CBN logos

In the Year 2000, ABS-CBN had changed its corporate logo. The previous logo, which featured stylized letters and a square with three concentric circles and a line gave way to the present logo's styling. The three circles with colors, red, green, blue with the vertical line at the center still remain, although the logotype has changed and the square is no longer used in some uses of the logo.

Network identity

On October 29, 1961, then Loreto F. de Hemedes Inc. through **Radio Broadcasting Station** launches its first television station in the Philippines, known back then as DZBB TV Channel 7. GMA Network began branding its identity by eliminating call signs to its network identification. By 1974, the call letters were disregarded and paves the way for other networks to affect such naming structures. Thus, GMA is the first television station in the Philippines to be called by its corporate name and not by its call sign.

- **DZBB TV Channel 7 (1961-1974)**—From the success of its amplitude modulation band radio DZBB, Robert La Rue "Uncle Bob" Stewart launches its first television and the Philippines third terrestrial channel, DZBB TV Channel 7.
- **RBS TV Channel 7 (1972-1975)**—When Gilberto Duavit, Menardo Jimenez and Felipe Gozon took over the management of Loreto F. de Hemedes Inc. in 1974, GMA Network was rebranded to Republic Broadcasting System.
- **GMA Radio Television Arts (1975-1992)**—To ascertain its present in its coverage area, the Greater Manila Area, GMA Network changed its character to GMA Radio-Television Arts.
- **GMA Rainbow Satellite Network (Rainbow Network, 1992-2002)**—In preparation for the launching of Tower of Power, GMA again rebranded its network identity on April 30, 1992.
- **GMA Network (Kapuso Network, 2002-Present)**—In October 27, 2002, GMA Network unveiled its new identity and catchphrase. In an effort to localized and transformed its image into a more intrinsic Filipino, GMA Network engaged in a rebranding course in line with its objective to become the leader in providing local news and entertainment. The rebranding of its logo and slogans reflects its new business distinctiveness and integrating the network's character as the former "Rainbow Network."

Logos

GMA Network has used a number of logos throughout its history especially when Gozon, Jimenez and Duavit acquired the station in the 1974. From late 1970s to the early 1990s, the network used the Circle 7 logo, which is also expended by several networks around the world. In the 1980s, to refine its presence in Philippine broadcast industry, GMA Network used the slogan *Where You Belong*, and lasted for two decades before invigorating to another catchphrase. In 1989, GMA Network redefines itself as the **Rainbow Network**, succeeding the ensigns of the rainbow. Throughout the 1990s, the network developed the logo before having it replaced by its current logo in 2002 and as the **Kapuso Network**.^[14] After a huge marketing campaign, and improved television ratings, the new insignia (the rainbow-colored stylized heart-shape logo known as **Kapuso**) is now one of the most recognizable in the Philippines.

Global News Network

Global News Network is one of the news and public affairs cable channel based in the Philippines that vows to uplift the lives of the Filipinos by giving up to date programs that are at par with the quick and changing time. It all started on November 2003 when Global Kabayan or GK TV was born.

From a small and struggling network GK TV managed to broadcast news and entertainment programs using the Filipino media. Later on 2007 GK TV evolved into PCTV or Philippine Cable Television. Like its predecessor PCTV brought Filipino programs to the public leading the way to the birth of what is known as Global News Network, now with a wider coverage and reach.

GNN is headed by the leaders of the cable industry: Mr. Jose Lobregat , Mr. Allan Dunga, Engr. Elpidio Paras and Mr. David Lim with the sheer dedication and craftsmanship of the President and CEO Mr. Philip Chien. And together with the power house cast of GNN now located at their new home at Katipunan, Quezon City, they make sure that every program shown in your home are made with substance.

News: News Force, News Force Weekend and News Force Newsbreak - provide balanced and comprehensive reports that take you to the heart of the action.

Livelihood: Gabay sa Kabuhayan – provides learning technical and practical knowhow through distant learning program

Business: Business Portal – provides information on stock market, financial matters, business insights and entrepreneurship hosted by strategic line up of financial experts and business gurus.

Talk shows:

Politics today- Heartbeat Live, Ka Iking Live, Libertas, Tatad, Bautista Punto de Vista, Republika, Talk to Harry, Talk News TV

Business and Living - Travel Blog, View from the Top, A-list, Open House, GFI Hour, The Doctor is in Business, Illuminati

Social Responsibility- Expat Insights, Life Solutions, L.I.F.E, Nun Sense, Philippines Uncut, CSR

Philippine Biography- inspiring stories, lessons learned from hardship to success, people who struggled to make their lives better and became an inspiration to others

Congress TV and Senate TV – know, learn and watch our law makers amend laws and tackle issues through the only full coverage of hearings and sessions every afternoon

CLTV 36 History (source:www.lausgroup.com.ph)

CLTV 36 has come a long way since it first hit the airwaves on May 10, 2007 and has since become Central Luzon's trusted source of news and information. Broadcasting over Central Luzon's seven provinces, CLTV is designed to serve the region through hard-hitting news and public affairs programs.

CLTV 36 founder and Chairman of the LausGroup of Companies, Levy P. Laus was left undaunted in setting up a TV station in Central Luzon for recognizing the important and strategic role the region has been playing in national history and development. The region, he believes, needs to harness its voice for it to be better heard. It needs a media platform that exists for the region, managed and ran by the people of the region.

Viewers get a glimpse of some of their favorite shows such as CLTV 36's longest-running political talk show, Hamon Central Luzon, hosted by veteran journalist Tonette Orejas. CLTV 36 devotes an hour everyday for its flagship program, CLTV 36 Balitaan anchored by Jenifer Salenga. The CLTV 36 news and public affairs team assembles and produces more than 15 hours of news and issue-based programs every week such as Spot Report, Special Report, Focus, and Trip, Treat at Gimik.

CLTV 36 also offers public affairs programs, such as: Travel Blog, featuring the travel experiences of the famous and seasoned blogger Ivan Henares, co-hosted by Ching Pangilinan; Spotlight, a showcase of the arts and culture of the region, hosted by the multi-talented artist and Kapampangan cultural advocate, Andy Alviz; and OK si Dok, a medical program hosted by Dr. William Olalia and Dr. Salve Olalia. CLTV 36 Vice President and General Manager Sonia P. Soto hosts So to Speak and WAGI or Women Are Great Inspirations. The latter, a first of its kind in the region, a woman empowerment show which celebrates the triumphs of women from Central Luzon has received accolades both locally and nationally. The show has been honored by the prestigious media organization, Kapisanan ng mga Brodkaster ng Pilipinas or KBP. In 2008, barely a year in the airwaves, host Sonia P. Soto was awarded Best Public Affairs Program Host in the 17th KBP Golden Dove Awards.

Aside from its regular weekly programs, CLTV 36 has also been at the forefront of major events in the region such as the annual Giant Lantern Festival of the City of San Fernando, Pampanga. True to its commitment to serve the community and the region, CLTV 36 has also initiated various activities, taking its outreach efforts beyond the broadcast studios. In the past years, CLTV 36, with its staff and crew, organized a

medical mission through the medical program OK si Dok, Takbo Para Kay Lola fun run to raise funds for women victims of military sexual slavery in Mapaniqui, Candaba and Operation Tulong to aid victims of Typhoon Ondoy.

CLTV 36 has made its mark in the regional media industry by providing a platform by which the community can articulate their aspirations and be involved in the discourses that shape the nation. It continues to serve the community through first-rate news and programming, with its heart in Central Luzon's past and its eye on Central Luzon's future.

NBN/PTNI info

I. DESCRIPTION OF THE STATION

a. Mission

NBN will be the nation's alternative network and the voice of the Filipino people nationwide.

b. Vision

NBN will provide credible and positive information on the government's policies, thrusts and directions to uplift the lives of the Filipino people. It will be a reliable and effective medium of the government in meeting the challenges of globalization, political stability, poverty alleviation and sustainable development.

c. Status

People's Television Network, Inc (PTNI) which operates the National Broadcasting Network is a government corporation established on April 17, 1992 by virtue of Republic Act No. 7306. Prior to its establishment, the Network was an attached agency to the Office of the Press Secretary, a cabinet-level department in the Philippine Government, which serves as the policy, planning, programming and coordinating agency for the implementation of an effective nationwide government information and communication programs. The corporate powers of PTNI are exercised by the Board of Directors which is composed of five members representing three sectors -- two from government, two from private and one from the education sector-- who are appointed by the president of the Philippines. PTNI is headed by a Network General Manager who oversees the operations of the entire Network which has nine (9) line divisions: News, Public Affairs, Network and Technical Engineering, Program Production Services, Programming, Administrative, Provincial Network, Sales and Finance. As part of the total information system of the government, PTNI is mandated to forge closer links between the government and the people through alternative and balanced programming not generally provided by commercial stations and also to serve as a feedforward and feedback communication tool.

d. Status

People's Television Network, Inc. (PTNI) is a government-owned and controlled corporation established on April 17, 1992 by virtue of Republic Act No. 7306.

The corporate powers of PTNI are exercised by a Board of Directors composed of five members representing three sectors – two from government, two from the private sector and one from the education sector – who are appointed by the President of the Republic of the Philippines.

The Board of Directors, headed by a Chairman, appoints the Network General Manager and Chief Operating Officer who oversees the operations of the station. PTNI has eight (8) line divisions: News, Public Affairs, Sports & Special Projects, Program Production Services, Administrative, Finance, Engineering and Provincial Network.

e. Functions

As specified in its Charter, Republic Act 7306, the PTNI has the following functions:

- To serve primarily as a vehicle for the State for purposes of education, science and technology, arts, culture and sports in order to foster national pride and identity;
- To serve as a vehicle for bringing the Government closer to the people in order to enhance their awareness of the programs, policies, thrusts and directions of the Government;
- To ensure that the programs broadcast by the Network maintain a high general standard in all respects, and in particular, in respect to their content and quality and proper balance of educational, news, public affairs, entertainment and sports programs.
- To serve as an effective outlet for an alternative programming;
- To provide subsidized airtime to legitimate people's organizations and non-government organizations in the promotion of their programs and projects;
- To serve as an effective medium for national unity and political stability by reaching as much of the Filipino population as possible through the effective use of modern broadcasting technology; and
- To ensure that nothing is included in the programs broadcast by the Network which shall offend public morals, good taste or decency, offend any racial group or promote ill-will between different races or different public groups, or prescribing such programs as would promote strictly partisan politics and propaganda, and outrage public feeling in general.

f. Brief History

- The People's Television Network, Incorporated, traces its roots to a fledgling TV facility GTV-4 (Government TV 4) created in 1974 through a Presidential Decree during the martial law regime.
- In 1980, As the broadcast arm of the National Media Production Center, the station was renamed Maharlika Broadcasting System (MBS). Also in the year, they converted into Color TV, the last TV network to do so.
- Following the People Power Revolution in 1986, it was renamed People's Television 4 (PTV) became noted for its 4 logos from 1986 to 1987 and from 1987 to 1995.
- PTV-4 became a government corporation in early 1992 by virtue of Republic Act 7306 signed by President Corazon C. Aquino. Its official name is People's Television Network Inc. (PTNI). Shortly after he took over the mantle of government in June 1992, President Fidel V. Ramos appointed PTV Network's first board of directors. The Network was given a one-time equity funding for capital outlay. Since 1992, PTV has been operating on revenues it generates on its own. Republic Act 7306 stipulates that the government shall not appropriate funds for the operations of the Network.
- On July 16, 2002, under the new management appointed by President Gloria Macapagal-Arroyo, PTNI adopted a new call sign, the National Broadcasting Network (NBN), in line with its re-launched programming thrusts and imaging; They continues the new name until the Aquino Administration in 2010.
- As specified in its Charter, the PTNI does not receive a regular subsidy from the government. It generates revenue for its overhead operating expenses through advertising and sale of airtime. Its Charter provides an authorized capital stock of P1Billion divided into P1Million shares with par value of One Thousand Pesos per share, which shall be subscribed in full by the Government. The One Billion Pesos equity was appropriated by Congress and released to the Network from 1992 to 2008 through the General Appropriations Act.
- But as specified in its Charter, the Network had to stop airing commercial advertisements since July 2001, nine years after its incorporation. To augment its operational requirements, PTNI has received government subsidies released as needed based on requests made by the Network from the National Government.
- A major technological breakthrough in 1992 was the Network's acquisition of transmitters, ENG equipment, satellite receivers, studio and lighting facilities through the 2nd and 3rd French Protocol. The transmission and production capability of the Network's flag station, Channel 4 in Quezon City, was upgraded and the number of its provincial stations nationwide was increased.
- In 1992, the Network was able to build its building and tower in Visayas Avenue, Quezon City through the support of President Corazon C. Aquino and assistance from government agencies such as the Philippine Information Agency and the Department of

Agriculture. The construction of the News Building was completed in 2005. The renovation and upgrading of the Main Transmitter Building and the construction of the Engineering and Provincial Building were completed in 2009

- A major technological breakthrough in 1992 was the Network's acquisition of transmitters, ENG equipment, satellite receivers, studio and lighting facilities through the 2nd and 3rd French Protocol upgrading the transmission and production capability of its flag station and increasing the number of its provincial stations nationwide.

- PTNI takes pride in its many technological firsts: the first television network to use all-solid-state transmitters in its provincial stations with power ranging from 1 to 10kw; first to convert its satellite transmission to digital compression; first to use serial digital video system in its Quezon City studios; the first to have the famous Getris-Venice video graphics and paint systems incorporated in its digital studios; the first to use layering technology in video production and one of the first television stations with computerized news operations in the Philippines using the BASYS Computer System.

- The PTNI takes pride in having pioneered in educational, cultural and children's programming. Some of its award-winning programs were Tele-aralan ng Kakayahan, Ating Alamin, Batibot, For Art's Sake, Coast to Coast, and Paco Park Presents. The Network made its mark in educational programming through its Continuing Education via Television (CONSTEL), a series of telecourses aimed at upgrading the content knowledge and teaching skills of elementary and secondary teachers of Science and English. These telecourses continue to be used in teacher training by the Regional and Divisional Leader Schools of the Department of Education and in Teacher Education Institutions of the Commission on Higher Education.

- News and public affairs programs are the core of the Network's programming. The news program, "Teledyaryo", adopt the concept of a "newspaper on television" featuring segments commonly featured in newspapers.

- PTNI has been the official broadcaster of major international sports competitions. It has covered the Olympic Games starting 1988 with the Seoul Olympics in South Korean missing only the 1992 Barcelona Olympics in Spain. The Network received a presidential citation from then President Fidel V. Ramos for its successful coverage of the 1996 Atlanta Olympic Games in the USA. It also covered and aired the 2000 Sydney Olympic Games in Australia and the 2004 Athens Olympics in Greece.

- PTNI was the carrying station of the South East Asian Games from 1991 to 2007. It managed the International Broadcast Center (IBC) of the 1981, 1991 and the 2005 SEA Games held in Manila.

- The Network has earned for itself the Hall of Fame Award from the Catholic Mass Media Award for Best Station and for Most Balanced Programming in 1999 for consistently receiving the said award for three (3) consecutive years (1987-89). In 1996, PTV won the award for Best TV Station ID in the PMPC Star Awards for Television.

- As of March 31, 2011, the PTNI has a personnel complement of 454 of which 332 are permanent, temporary and contractual employees while 122 are on contract of service status.

g. Local and Global Reach

- PTNI is on full satellite transmission nationwide since 1992 using PALAPA C2 and is now using ABS5 (formerly Agila2). Its flag station, PTNI Channel 4 in Quezon City, operates on a brand new 60-kilowatt transmitter sitting on a 550-foot tower. Before the year 2010, NBN main studios in Quezon City and its regional stations in Baguio, Cebu and Naga will be equipped with the most modern news gathering equipment for them to compete with the major television networks. Also, a new Harris Transmitter has been installed. NBN's transmitter power shall be increased from 40 kW to 60 kW. NBN's digital channel is now available on channel 48 using the Japanese digital TV standard.
- The Network has 26 broadcasting stations duly licensed by the National Telecommunications Commission (NTC) and 800 cable affiliates. However, only 20 stations are presently on-air while 6 stations still have to acquire a transmitter for transmission operations. Of the 20 operational stations, 6 are being operated by the Local Government Units; the network has also extended its reach and coverage to approximately 85 percent of the television viewing public nationwide.
- The PTNI started its global broadcast reach in 2003 with the launching of NBN World in cooperation with the Television and Radio Broadcasting Service (TARBS). This global expansion signalled new directions for PTNI as it became accessible to the rest of the world, particularly the millions of Filipinos overseas.
- In 2011, NBN continued to enhance its digital broadcasting capabilities with equipment donated from the Japanese government. This equipment will also allow NBN to begin broadcasting emergency alerts when necessary (similar to the Emergency Alert System in the United States, but it is more likely, due to the usage of the Japanese digital TV standard, that the system would be based on the Japanese J-Alertsystem).
- Today, PTNI programs are seen worldwide via Glocal Media Network and the direct-to-home satellite of Dish Network, in Eastern Canada (via Rogers Cable and IPQube), in Africa (via DTH provider). PTNI rode on the power and potential of web 2.0, launching its own real-time live streaming and video-on-demand website (www.ptni.tv), making its programs free and accessible to all anywhere and anytime.

h. Slogans

GTV For Good Televiewing 1974–1977

GTV Because Our Viewers Count A Lot 1977–1980

MBS Progress Television 4/Your Government Television Network 1980–1986

PTV People's Television 1986–1989

PTV Four For You! 1989–1992

PTV The People's Network 1992–1995

PTV Ang Network Para Sa Pilipino (*The Network for the Filipino*) 1995–1997

PTV Best in News Professionals/Best in Sports/Best in Culture and Education 1997–2000

PTV Fast...Forward 2000-2001

NBN One People, One Nation, One Vision July 16, 2001–present

NBN NBN World 2003-2005

NBN Information Channel 2007–2008

NBN Bayan Ang Number 1! (*Nation is Number 1!*) 2008–2009

NBN Your Information Channel 2009–present

Channel 4's glory days by Butch Francisco

Some five years prior to the declaration of martial law, the only stations were Channels 2, 5, 7, 9 and 13.

Then toward the '70s, ABS-CBN began to reconfigure its signal to give way to a sister network that was to become Channel 4.

By 1971, ABS-CBN Channel 4 was already in full commercial broadcast. It's pre-primetime program was a game show called *Premyo sa Kuwatro*, hosted by Maya Valdes (she is Mitch today).

Around this time, the nightly variety series *Oras ng Ligaya* on Channel 2 had already been cancelled and in its place was *On With the Show* and the hosts were Baby O'Brien and Manolo Favis.

Eventually, Ms. O'Brien was taken out of the program and was given her own — *Wow Generation* on Channel 4 that competed directly against *On With the Show*.

On primetime were weekly sitcoms — *Mission: Patok* (every Monday), *Ala Eh! Buhay Maynila* (every Friday) and *Wanted: Boarders* (every Saturday).

Channel 4 also aired one of the finest drama anthologies on local television: *Salaghati* that featured different female stars late Saturday evening.

It was a thriving network, except that it was killed at infancy by Ferdinand Marcos' martial law in September 1972.

There was no Channel 4 from the time martial law was declared in September 1972 till toward the end of that decade.

Channel 9 had taken over the facilities of ABS-CBN that housed two TV networks (Channels 2 and 4) and seven radio stations. RPN-9 remained the only operating TV station from September to December of that year. Before 1972 could end, Channel 7 was reopened — with a slew of former ABS-CBN programs resurfacing there with the same format and cast, but with a different title. For instance, *Wanted: Boarders* became *Boarding House*. Shortly after, Channels 2 and 13 also became operational.

In 1978, Broadcast City was completed and BBC-2, RPN-9 and IBC-13 all moved there. Despite the fact that all three networks were controlled by Marcos and his cronies, an official government station had to be put up. This became Channel 4 that initially had its home base in Arroceros in Manila.

By 1980, Channel 4 had moved to the ABS-CBN complex along Bohol Ave. (now Sgt. Esguerra). It shared the compound with the National Media Production Center.

Channel 4 that time had an impressive lineup of programs. There was this consumerism program hosted by Nanette Franco-Dyco and Julie Amargo that was put up by the Kapisanan ng mga Mamimiling Pilipino, Inc. or KMPI. This afternoon show addressed the complaints of consumers who had bought defective goods.

Another public service program was the *Damayan* of Rosa Rosal, who was the original female host of *Kapwa Ko*, *Mahal Ko* on Channel 7.

A delight to watch was Cecile B. Garrucho's *Tele-aralan*, which gave viewers on-air lessons on how to develop or hone further their skills. And so they brought in a headwaiter from the Manila Hotel and he taught the art of table-setting for those who wanted to open a catering business. Of course, there were countless sessions on handicraft-making and basically how to become your own handyman around the house.

To give the public some culture, Channel 4 aired *Paco Park Presents* (Fridays) and *Concert at the Park* (Sundays) that was annotated by Tina Monzon-Palma. Never mind that she was with Channel 7 that time. This was the era before the network wars and the time when anchors had impeccable diction and spoke flawless English.

Given this kind of programming, it was understandable that advertisers stayed away from Channel 4. TV is the business of making money. Even in those more civilized times, Filipinos already shied away from entertainment programs with substance.

But what gravely affected the network's ratings was the fact that programming was pre-empted every time Marcos felt an itch to come out on TV. *Tele-aralan* may have developed regular following, but would lose it because Marcos and his speeches would interrupt the show and may linger for as long as an hour.

This network had been screwed big-time because it was used as a tool for government propaganda. Sometimes Marcos would also cut into the rest of the networks (Channel 7 had always been the rebellious one — the first, in fact, to fight dictatorship). But the Broadcast City stations still had it easier than Channel 4. Channels 2, 9 and 13 would be allowed to resume regular programming, but not the official government network. Marcos could have been on Channel 4 the whole day and no one from the station could complain.

In 1981, when studio coffers were practically empty, there was an attempt to commercialize Channel 4. It was called Maharlika Broadcasting System or MBS-4. Studio executives also tried to sell to advertisers by making some of the shows more commercially viable. (It only made money when it was the carrying station of PBA.)

They put up a sitcom, for instance, called *Dorm Po sa Amin* that starred Lloyd Samartino, Cherie Gil and Bambi Arambulo. The format was obviously copied from *Three's Company* and not surprisingly flopped in the ratings game.

There was also this noontime show called *Con-Todo Pakulo* they pitted against *Student Canteen* and *Eat, Bulaga!*. As expected, it didn't last long.

Strangely enough, the one lunchtime fare the station produced that appealed to viewers went on air shortly before the EDSA revolution: The gag show *Ito 'Yun, ang Galing!* Led by Bernardo Bernardo, it featured a relatively unknown cast and among them was Ben Tisoy, the dark-skinned comedian, who was so talented I now wonder what become of him.

After the success of EDSA I, of course, there was a total overhauling. Lucky for Mel Tiangco and Korina Sanchez, who were both from MBS-4, they only had to cross corridors when ABS-CBN reopened and took in applicants. For a while, the two networks shared the same building until Channel 4 was relocated to its present site in Visayas Ave.

Channel 4 was again renamed People's Television or PTV-4. For a while, it had promise: Tina Palma was its news anchor no less. There were also shows that offered substance — like Gerry Geronimo's agricultural show *Ating Alamin*.

PTV-4, sadly, was dwarfed by the bigger privately-owned networks Channels 2 and 7. Even the sequestered Channels 9 and 13 did better economically.

Now called National Broadcast Network or NBN-4, it is hardly breathing. Let's hope that the bill filed by Sen. Loren Legarda to save Channel 4 is passed before the government network finally conks out.
